COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE 1983

EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	All 7:00–11:00 PM Regular	All 7:00–11:00 PM Special(3)	All 7:00–11:00 PM Total(3)
HOUSEHOLDS % AVG. AUD.	12.0	14.4	13.5	14.2	IFR	13.2	13.5	13.4	12.3	14.0	13.4	13.6	13.4
NO. OF PROGRAMS‡	8	10	34	6		8	31	34	31	42	73	19	92

	EVENING 6:00–7:00PM Informational(1) Once-a-Week	EVENING 6:00–7:00PM Informational(1) Multi-weekly	MONDAY–FRIDAY 11:30–1:00AM 11:30PM–1:00AM(4)	WEEKDAY DAYTIME 10:00AM–4:30PM Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	WEEKEND DAYTIME Chil-dren's(1)	Sports Regular	Sports Special(3)	Sports Total(3)
HOUSEHOLDS % AVG. AUD.	6.3	9.8	4.8	6.9	4.5	IFR	4.8	6.7	5.9	4.6	5.0	4.5	4.8
NO. OF PROGRAMS‡	5	3	7	12	11		13	12	25	31	8	11	19

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 5, 1983

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HAPPY BIRTHDAY, BOB(S)	23.9	19,910
2	60 MINUTES	18.7	15,580
3	JEFFERSONS#	18.3	15,240
4	THREE'S COMPANY	17.9	14,910
5	A TEAM	17.8	14,830
6	HILL STREET BLUES	17.7	14,740
7	NBC MOVIE OF THE WEEK-TUE(S)	17.6	14,660
8	MAGNUM, P.I.	17.4	14,490
9	ONE DAY AT A TIME	17.3	14,410
10	HART TO HART	17.2	14,330
10	M*A*S*H	17.2	14,330
12	TRAPPER JOHN, M.D.#	17.0	14,160
13	ALICE	16.7	13,910
14	9 TO 5	16.6	13,830
15	ABC SUNDAY NIGHT MOVIE#	16.5	13,740
15	NBC MOVIE OF THE WEEK(S)	16.5	13,740
17	REMINGTON STEELE#	16.4	13,660
18	FANTASY ISLAND	15.8	13,160

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1983 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
A TEAM	15	201	191	98	97	A	17.8	31	1483
TUE. 8.00P 60 NBC A						B	19.7	31	1641
ABC FRIDAY NIGHT MOVIE	7	183	183	91	96	A	11.2	20	933
FRI. 9.00P 120 ABC FF						B	12.2	21	1016
ABC MONDAY NIGHT MOVIE	16	203	201	99	99	A	13.5	22	1125
1 MON. 8.00P 180 ABC FF						B	17.4	26	1449
2 MON. 9.00P 120									
ABC MOVIE SPECIAL(S)		203		99		A	14.0	24	1166
1 WED. 9.00P 120 ABC FF									
ABC NEWS CLOSEUP(S)			194		97	A	5.8	13	483
2 SUN. 7.00P 60 ABC DN									
ABC NEWSBRIEF-M-F	165	186	186	94	96	A	13.1	21	1091
1 MON. 9.50P 2 ABC N						B	16.1	25	1341
1 TU&TH 9.58P 1									
1 WED. 9.56P 1									
1 FRI. 10.00P 1									
2 MON. 9.49P 1									
2 TU-TH 9.58P 1									
2 FRI. 9.49P 2									
ABC NEWSBRIEF-SAT.	33	185	196	94	97	A	16.3	31	1358
SAT. 9.58P 1 ABC N						B	19.2	32	1599
BIG BIRD IN CHINA(S)		203		99		A	6.4	13	533
1 SUN. 7.00P 90 NBC CN									
BRING 'EM BACK ALIVE	1		152		88	A	7.9	14	658
2 TUE. 8.00P 60 CBS A						B	7.9	14	658
BUFFALO BILL	1		178		95	A	13.7	22	1141
2 WED. 9.30P 30 NBC CS						B	13.7	22	1141
CAGNEY & LACEY	25	196	194	99	99	A	14.7	24	1225
MON. 10.00P 60 CBS OP						B	15.0	24	1250
CBS EVENING NEWS-RATHER	170	200	199	98	98	A	11.1	24	925
M-F 6.30P 30 CBS N						B	13.9	25	1158
CBS EVENING NEWS-DEAN	23	180	180	89	91	A	6.7	17	558
SUN. 6.30P 30 CBS N						B	9.6	19	800
CBS SAT. NEWS-SCHIEFFER	25	157	158	88	88	A	8.8	23	733
SAT. 6.30P 30 CBS N						B	10.1	20	841
CBS SAT. NIGHT MOVIE	32	183	195	94	98	A	11.4	22	950
1 SAT. 9.00P 120 CBS FF						B	15.0	26	1250
2 SAT. 9.30P 90									
CBS TUESDAY NIGHT MOVIES	26	198		99		A	15.5	25	1291
1 TUE. 9.00P 120 CBS FF						B	16.6	26	1383
CBS WEDNESDAY NIGHT MOVIE	21	195	192	99	96	A	13.8	24	1150
ABC NEWSBRIEF-SUN.	34	190	192	94	95	A	15.4	26	1283
1 SUN. 8.35P 1 ABC N						B	17.0	26	1416
2 SUN. 9.51P 2									
ABC SPORTS UPDATE-SAT	34	190	195	95	97	A	10.9	22	908
1 SAT. 8.57P 2 ABC SN						B	15.8	27	1316
2 SAT. 8.58P 1									
ABC SPORTS UPDATE-SUN	32	197	194	98	96	A	12.8	23	1066
1 SUN. 9.51P 1 ABC SN						B	15.2	23	1266
2 SUN. 8.34P 1									
ABC SUNDAY NIGHT MOVIE	26		202		97	A	16.5	28	1374
2 SUN. 9.00P 120 ABC FF						B	17.4	28	1449
ABC WORLD NEWS TONIGHT	170	202	203	99	99	A	8.8	19	733
M-F 6.30P 30 ABC N						B	11.6	21	966
ABC WRLD NEWS TONIGHT-SUN	28	165	167	86	87	A	5.5	14	458
SUN. 6.30P 30 ABC N						B	7.8	15	650
ALICE	6	198	197	99	99	A	16.7	31	1391
1 SUN. 9.30P 30 CBS CS						B	18.6	30	1549
2 SUN. 8.00P 30									
AMANDA'S	4	195		97		A	13.1	22	1091
1 THU. 9.30P 30 ABC CS						B	11.1	18	925
ARCHIE BUNKER'S PLACE	3	196		99		A	14.6	29	1216
1 SUN. 8.00P 30 CBS CS						B	13.4	24	1116
AT EASE	12	194	184	97	95	A	9.4	18	783
FRI. 8.30P 30 ABC CS						B	11.6	20	966
BENSON	2	195	193	97	96	A	11.0	22	916
FRI. 8.00P 30 ABC CS						B	11.0	22	916
1 WED. 8.00P 180 CBS FF						B	14.3	23	1191
2 WED. 9.00P 120									
CELEBRATE AMERICA 9.30PM(S)		168		94		A	7.1	14	591
1 SAT. 9.30P 30 NBC P									
CELEBRATE AMERICA 10.00PM(S)		174		95		A	5.9	12	491
1 SAT. 10.00P 30 NBC P									
CELEBRATE AMERICA 10.30PM(S)		177		95		A	5.6	12	466
1 SAT. 10.30P 30 NBC P									
CHEERS	19	211	203	98	99	A	15.4	26	1283
THU. 9.30P 30 NBC CS						B	14.4	22	1200
CHIPS	25		200		97	A	9.2	18	766
2 SUN. 8.00P 60 NBC OP						B	14.7	23	1225
CONDO	2	196	146	97	88	A	10.3	20	858
THU. 8.00P 30 ABC CS						B	10.3	20	858
DALLAS	32	202	204	98	99	A	11.6	21	966
FRI. 9.00P 60 CBS GD						B	22.9	37	1908
DEAR MR. PRESIDENT(S)			192		95	A	6.3	14	525
2 SUN. 7.00P 60 NBC CN									
DIFF'RENT STROKES-SAT.	32	196	196	95	97	A	11.9	26	991
SAT. 8.00P 30 NBC CS						B	14.9	26	1241
DUKES OF HAZZARD	33	199	188	97	96	A	12.2	24	1016
FRI. 8.00P 60 CBS CS						B	16.7	28	1391
DYNASTY	1		202		99	A	12.6	22	1050
2 WED. 10.00P 60 ABC GD						B	12.6	22	1050

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D														
EISCHIED	2 FRI.	10.00P	60	NBC	OP	1		186		95	A	12.0	23	1000
											B	12.0	23	1000
FACTS OF LIFE	WED.	9.00P	30	NBC	CS	28	188	178	94	94	A	14.7	25	1225
											B	17.0	26	1416
FALCON CREST	FRI.	10.00P	60	CBS	GD	4	200	196	99	99	A	11.0	20	916
											B	11.0	20	916
FALL GUY	WED.	8.00P	60	ABC	A	7	205	154	99	91	A	13.0	24	1083
											B	16.6	28	1383
FAME	THU.	8.00P	60	NBC	GD	32	194	169	94	93	A	9.6	18	800
											B	12.9	21	1075
FAMILY TIES	2 MON.	8.30P	30	NBC	CS	7		192		95	A	12.8	22	1066
											B	13.8	21	1150
FANTASY ISLAND	SAT.	10.00P	60	ABC	A	25	197	205	96	99	A	15.8	31	1316
											B	16.6	30	1383
GIMME A BREAK	THU.	9.00P	30	NBC	CS	20	192	191	97	97	A	13.2	22	1100
											B	14.3	22	1191
GOLD MONKEY	2 WED.	9.00P	60	ABC	A	1		197		98	A	12.2	20	1016
											B	12.2	20	1016
HAPPY BIRTHDAY, BOB(S)	1 MON.	8.00P	180	NBC	GV		206		99		A	23.9	38	1991
HAPPY DAYS	TUE.	8.00P	30	ABC	CS	31	206	163	99	92	A	11.0	20	916
											B	16.4	25	1366
HART TO HART	TUE.	10.00P	60	ABC	PD	27	202	203	99	99	A	17.2	29	1433
											B	18.9	32	1574
HILL STREET BLUES	THU.	10.00P	60	NBC	OP	34	212	213	99	99	A	17.7	31	1474
											B	18.3	31	1524
INDIANAPOLIS 500(S)	1 SUN.	9.00P	169	ABC	SE		205		99		A	14.1	27	1175
IT TAKES TWO	2 THU.	9.30P	30	ABC	CS	1		194		97	A	13.9	23	1158
											B	13.9	23	1158
JEFFERSONS	1 SUN.	9.00P	30	CBS	CS	30	196		99		A	18.3	33	1524
											B	19.5	29	1624
JOANIE LOVES CHACHI	TUE.	8.30P	30	ABC	CS	3	203	153	99	91	A	12.4	21	1033
											B	12.1	20	1008
KNIGHT RIDER	2 FRI.	9.00P	60	NBC	A	31		196		95	A	14.3	26	1191
											B	15.3	25	1274
LOVE BOAT	SAT.	9.00P	60	ABC	CS	32	194	201	96	99	A	15.5	30	1291
											B	20.1	34	1674
LOVE, SIDNEY	2 MON.	8.00P	30	NBC	CS	8		200		96	A	11.3	21	941
											B	12.8	21	1066
MAGNUM, P.I.	THU.	8.00P	60	CBS	PD	32	196	179	98	96	A	17.4	32	1449
											B	22.0	35	1833
MAMA'S FAMILY	SAT.	.9.00P	30	NBC	CS	19	178	185	92	95	A	11.0	22	916
											B	13.8	23	1150
M*A*S*H	MON.	9.00P	30	CBS	CS	6	197	196	99	98	A	17.2	27	1433
											B	16.3	25	1358
MATT HOUSTON	SUN.	8.00P	60	ABC	PD	25	199	201	98	98	A	13.3	26	1108
											B	15.6	24	1299
MONITOR	2 SAT.	10.00P	60	NBC	DN	11		174		92	A	7.1	14	591
											B	7.5	14	625
MOVIE BLOCKBUSTERS(S)	1 TUE.	8.00P	60	CBS	DO		197		99		A	11.4	20	950
NBA CHAMPIONSHIP GAME 2(S)	1 THU.	9.00P	160	CBS	SE		199		99		A	12.9	23	1075
NBA CHAMPIONSHIP GAME 4(S)	2 TUE.	9.00P	164	CBS	SE			197		99	A	14.6	24	1216
NBC MONDAY NIGHT MOVIES	2 MON.	9.00P	120	NBC	FF	21		183		89	A	10.3	17	858
											B	16.5	25	1374
NBC MOVIE OF THE WEEK(S)	1 FRI.	8.00P	180	NBC	FF		194		97		A	16.5	30	1374
NBC MOVIE OF THE WEEK-TUE(S)	1 TUE.	9.00P	120	NBC	FF		186		94		A	17.6	29	1466
NBC NEWS DIGEST-M-F	1 MON.	9.05P	1	NBC	N	169	169	156	85	82	A	12.2	21	1016
	1 TU-TH	8.58P	1								B	12.5	19	1041
	1 FRI.	9.07P	1											
	2 M-F	8.58P	1											
NBC NEWS DIGEST-2-M-F	1 TUE.	9.56P	2	NBC	N	78	169	172	87	88	A	13.2	21	1100
	1 THU.	9.58P	1								B	12.4	19	1033
	2 M & TH	9.58P	1											
NBC NEWS DIGEST-SAT	SAT.	8.58P	1	NBC	N	34	170	168	87	86	A	10.5	21	875
											B	12.4	21	1033
NBC NEWS DIGEST-2-SAT.	2 SAT.	9.58P	1	NBC	N	17		165		86	A	7.5	14	625
											B	9.2	15	766
NBC NEWS DIGEST-SUN	1 SUN.	9.08P	1	NBC	N	34	168	174	85	87	A	8.7	16	725
	2 SUN.	8.58P	1								B	13.9	21	1158
NBC NIGHTLY NEWS-SAT.	1 SAT.	6.37P	23	NBC	N	27	165	164	80	87	A	4.6	12	383
	2 SAT.	6.30P	30								B	8.6	17	716
NBC NIGHTLY NEWS-SUN	SUN.	6.30P	30	NBC	N	26	168	171	83	88	A	5.8	14	483
											B	7.7	15	641
NBC NIGHTLY NEWS	M-F	6.30P	30	NBC	N	169	206	206	99	99	A	9.6	21	800
											B	11.3	20	941
NBC SUNDAY NIGHT MOVIE	1 SUN.	8.30P	150	NBC	FF	30	190	193	93	96	A	14.2	25	1183
	2 SUN.	9.00P	120								B	17.2	27	1433
NEW ODD COUPLE	THU.	8.30P	30	ABC	CS	2	188	151	96	89	A	10.6	19	883
											B	10.6	19	883

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
NEWHART	5	199		99		A	14.4	27	1200
1 SUN. 8.30P 30 CBS CS						B	14.6	24	1216
NEWSBREAK-M-F	168	181	175	91	90	A	11.4	20	950
1 MTUTHF 8.58P 1 CBS N						B	15.0	23	1250
1 WED. 8.54P 2									
2 M & W 8.57P 2									
2 TUTHF 8.58P 1									
NEWSBREAK-SAT.	34	192	192	95	95	A	8.3	17	691
1 SAT. 8.57P 2 CBS N						B	11.7	20	975
2 SAT. 8.59P 2									
NEWSBREAK-SUN.	34	188	187	94	94	A	13.6	25	1133
SUN. 8.58P 1 CBS N						B	17.1	25	1424
9 TO 5	28	207	195	99	98	A	16.6	26	1383
TUE. 9.30P 30 ABC CS						B	18.9	29	1574
ONE DAY AT A TIME	11	197	198	99	99	A	17.3	27	1441
MON. 9.30P 30 CBS CS						B	15.9	23	1324
ONE DAY AT A TIME	1		197		99	A	14.6	27	1216
2 SUN. 8.30P 30 CBS CS						B	14.6	27	1216
ONE NIGHT BAND(S)		189		96		A	7.6	16	633
SQUARE PEGS	2	195		99		A	12.2	21	1016
1 MON. 8.00P 30 CBS CS						B	12.3	21	1025
T.J. HOOKER	32	194	196	96	98	A	10.4	22	866
SAT. 8.00P 60 ABC OP						B	15.0	26	1250
TAXI	6	189		94		A	13.3	23	1108
1 WED. 9.30P 30 NBC CS						B	13.6	21	1133
THAT'S INCREDIBLE	27		197		98	A	13.2	23	1100
2 MON. 8.00P 60 ABC PV						B	18.1	27	1508
THERE GOES-NEIGHBORHOOD(S)			181		92	A	8.8	17	733
2 SAT. 9.30P 30 NBC CS									
THREE'S COMPANY	29	208	196	99	98	A	17.9	29	1491
TUE. 9.00P 30 ABC CS						B	20.6	31	1716
TONY AWARDS(S)			201		99	A	13.2	23	1100
2 SUN. 9.00P 147 CBS AC									
TOO CLOSE FOR COMFORT	30	201	202	97	97	A	13.8	23	1150
THU. 9.00P 30 ABC CS						B	15.9	25	1324
TRAPPER JOHN, M.D.	28	198		98		A	17.0	30	1416
1 SUN. 10.00P 60 CBS GD						B	18.5	31	1541
TUCKER'S WITCH	6		189		95	A	13.0	23	1083
1 SAT. 8.00P 60 CBS GD									
POWERS OF MATTHEW STAR	27		174		90	A	8.7	17	725
2 FRI. 8.00P 60 NBC GD						B	11.5	19	958
PRIVATE BENJAMIN	3	194	197	99	99	A	13.8	23	1150
MON. 8.30P 30 CBS CS						B	13.2	22	1100
QUINCY, M.E.	31	199	190	96	95	A	13.0	23	1083
WED. 10.00P 60 NBC OP						B	13.8	23	1150
REAL PEOPLE	32	205	193	96	96	A	12.0	22	1000
WED. 8.00P 60 NBC PV						B	16.5	26	1374
REMINGTON STEELE	10		190		97	A	16.4	26	1366
2 TUE. 9.00P 60 NBC GD						B	15.3	23	1274
RIPLEY'S BELIEVE IT-NOT	30	179		95		A	8.7	18	725
1 SUN. 7.00P 60 ABC U						B	11.9	19	991
ST. ELSEWHERE	23		187		94	A	13.0	22	1083
2 TUE. 10.00P 60 NBC GD						B	11.6	19	966
SEVEN BRIDES/SEVEN BROS.	1		179		96	A	7.4	16	616
2 SAT. 8.00P 90 CBS MD						B	7.4	16	616
SILVER SPOONS	32	192	192	96	97	A	13.1	27	1091
SAT. 8.30P 30 NBC CS						B	15.2	26	1266
SIMON & SIMON	28		198		98	A	15.5	26	1291
2 THU. 9.00P 60 CBS PD						B	20.5	31	1708
60 MINUTES	34	208	208	99	99	A	18.7	40	1558
SUN. 7.00P 60 CBS DN						B	24.4	40	2033
SMALL & FRYE	1		138		85	A	6.5	12	541
2 WED. 8.30P 30 CBS CS						B	6.5	12	541
2 THU. 10.00P 60 CBS CS						B	15.3	26	1274
20/20	30	201	202	99	99	A	15.6	27	1299
THU. 10.00P 60 ABC DN						B	15.1	25	1258
WHAT-LEARNED, C.BROWN(S)			199		99	A	15.6	28	1299
2 MON. 8.00P 30 CBS EA									
ZORRO AND SON(S)			143		86	A	6.6	13	550
2 WED. 8.00P 30 CBS CS									
•LATE FRINGE									
ABC NEWS:NIGHTLINE	30	191	192	96	96	A	4.7	15	392
M-F 11.30P 60 ABC N						B	4.9	15	408
ABC WEEKEND REPORT-SAT.	34	156	160	87	88	A	5.3	12	441
SAT. 11.00P 15 ABC N						B	5.5	11	458
ABC WEEKEND REPORT-SUN.	34	163	164	90	91	A	3.9	10	325
1 SUN. 12.00M 15 ABC N						B	4.4	10	367
2 SUN. 11.00P 15									
CBS NEWS NIGHTWATCH-1	152	78	75	71	68	A	1.7	18	142
1 M-WSU 2.00A 30 CBS N						B	1.5	18	125
2 MWTHSU 2.00A 30									
CBS NEWS NIGHTWATCH-2	165	117	114	92	92	A	1.3	27	108
1 M-WSU 2.30A 210 CBS N						B	1.1	25	92
1 THU. 2.40A 200									
2 MWTHSU 2.30A 210									
2 TUE. 3.00A 180									
CBS SUNDAY NEWS-OSGOOD	34	115	116	64	64	A	5.9	13	491
1 SUN. 11.00P 15 CBS N						B	5.9	12	491
2 SUN. 11.27P 15									

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PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
CELEBRATE AMERICA 11.30PM(S)		169		93		A	4.9	14	408
1 SAT. 11.30P 30 NBC	P								
CELEBRATE AMERICA 12.00MD(S)		173		94		A	3.3	11	275
1 SAT. 12.00M 30 NBC	P								
CELEBRATE AMERICA 12.30AM(S)		177		95		A	2.4	10	200
1 SAT. 12.30A 30 NBC	P								
CELEBRATE AMERICA 1.00AM(S)		167		93		A	1.8	9	150
1 SAT. 1.00A 30 NBC	P								
CELEBRATE AMERICA 1.30AM(S)		168		94		A	1.4	8	117
1 SAT. 1.30A 30 NBC	P								
CELEBRATE AMERICA 2.00AM(S)		167		94		A	1.0	8	83
1 SAT. 2.00A 30 NBC	P								
CELEBRATE AMERICA 2.30AM(S)		167		94		A	.9	9	75
1 SAT. 2.30A 30 NBC	P								
CELEBRATE AMERICA 3.00AM(S)		160		93		A	.9	12	75
1 SAT. 3.00A 30 NBC	P								
CELEBRATE AMERICA 3.30AM(S)		161		94		A	.7	11	58
1 SAT. 3.30A 30 NBC	P								
CELEBRATE AMERICA 4.00AM(S)		158		93		A	.6	11	50
2 TUE. 1.41A 44									
2 WED. 12.42A 50									
2 THU. 12.42A 46									
2 FRI. 12.42A 43									
MEMORIAL GOLF HILITES(S)		84		68		A	3.9	10	325
1 SUN. 11.30P 14 CBS	SC								
NBA CHAMPSHIP GAME 4 POST(S)			196		99	A	15.0	33	1250
2 TUE. 11.44P 16 CBS	SC								
NBC LATE NIGHT MOVIE	34	54	53	41	39	A	2.0	7	167
1 SUN. 11.30P 121 NBC	FF					B	1.5	5	125
2 SUN. 11.30P 37									
NBC NEWS OVERNIGHT-M-F	169	150	149	91	91	A	1.7	15	142
1 MON. 1.30A 31 NBC	N					B	1.5	14	125
1 TU & W 1.30A 45									
1 THU. 1.30A 46									
1 FRI. 2.00A 45									
2 M & TH 1.30A 32									
2 TUE. 1.30A 43									
2 WED. 1.30A 45									
2 FRI. 2.00A 44									
ONE ON ONE	30	143	142	79	79	A	1.6	8	133

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 SAT. 4.00A 30 NBC	P								
CELEBRATE AMERICA 4.30AM(S)		158		93		A	.5	10	42
1 SAT. 4.30A 30 NBC	P								
CELEBRATE AMERICA 5.00AM(S)		157		93		A	.5	11	42
1 SAT. 5.00A 30 NBC	P								
CELEBRATE AMERICA 5.30AM(S)		157		93		A	.6	15	50
1 SAT. 5.30A 30 NBC	P								
DAVID LETTERMAN I	135	191	188	98	98	A	3.4	17	283
M-TH 12.30A 30 NBC	GV					B	3.1	16	258
DAVID LETTERMAN II	135	191	190	98	98	A	2.7	18	225
M-TH 1.00A 30 NBC	GV					B	2.4	17	200
LATE MOVIE I	166	156	164	83	86	A	5.8	20	483
1 M & W 11.30P 71 CBS	FF					B	6.0	21	500
1 TUE. 11.30P 72									
1 THU. 12.10A 71									
1 FRI. 11.30P 79									
2 MON. 11.30P 59									
2 TUE. 12.30A 71									
2 W-F 11.30P 72									
LATE MOVIE II	166	157	161	84	85	A	4.1	24	342
1 MON. 12.41A 49 CBS	FF					B	4.1	24	342
1 TUE. 12.42A 47									
1 WED. 12.41A 44									
1 THU. 1.21A 49									
1 FRI. 12.49A 41									
2 MON. 12.29A 58									
M-F 12.30A 30 ABC	N					B	1.5	7	125
SATURDAY NIGHT	31		203		97	A	6.8	20	566
2 SAT. 11.30P 78 NBC	GV					B	7.3	22	608
SCTV NETWORK	26	191	191	96	97	A	3.1	16	258
FRI. 12.30A 90 NBC	GV					B	3.2	15	267
TONIGHT SHOW	169	207	207	99	99	A	6.9	21	575
M-F 11.30P 60 NBC	GV					B	6.7	22	558
*WEEKDAY DAYTIME									
ABC DAYTIME NEWSBRIEF-M-F	168	178	179	94	94	A	8.0	27	666
M-F 1.57P 2 ABC	N					B	8.3	28	691
ABC WORLD NEWS-MORN-645A	100	151	149	88	88	A	2.0	17	167
M-F 6.45A 15 ABC	N					B	2.0	17	167
ALL MY CHILDREN	169	202	203	99	99	A	8.9	30	741
M-F 1.00P 60 ABC	DD					B	9.3	31	775
ANOTHER WORLD	169	204	202	99	98	A	5.2	19	433
M-F 2.00P 60 NBC	DD					B	4.9	18	408
AS THE WORLD TURNS	173	203	203	99	99	A	7.6	26	633
M-F 1.30P 60 CBS	DD					B	7.6	26	633
CAPITOL	173	194	193	96	96	A	5.5	21	458
M-F 2.30P 30 CBS	DD					B	5.8	21	483
CBS EARLY MORNING NEWS	165	122	122	87	87	A	1.4	17	117
M-F 6.30A 30 CBS	N					B	1.2	14	100
CBS MORNING NEWS 1	165	187	187	99	99	A	3.4	18	283
M-F 7.30A 30 CBS	N					B	3.4	17	283

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	T/C THIS SEASON / PROG. TYPE¤	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D												
CBS MORNING NEWS 2				165	187	187	99	99	A	3.3	16	275
M-F	8.30A	30	CBS	N					B	3.4	16	283
CHILD'S PLAY				173	165	164	86	86	A	4.1	19	342
M-F	10.30A	30	CBS	QP					B	4.2	19	350
CHILDRENS MYSTERY THEATER(S)						112		73	A	4.3	11	358
2 TUE.	4.30P	60	CBS	CL								
DAYS OF OUR LIVES				169	209	209	99	99	A	6.1	21	508
M-F	1.00P	60	NBC	DD					B	5.7	19	475
DREAM HOUSE				40	181	181	93	93	A	4.2	18	350
M-F	11.30A	30	NBC	QG					B	3.8	17	317
EARLY TODAY M-F				170	159	159	89	89	A	1.2	12	100
M-F	6.30A	25	NBC	N					B	1.3	13	108
EDGE OF NIGHT				167	146	147	79	79	A	3.5	12	292
M-F	4.00P	30	ABC	DD					B	3.7	12	308
FACTS OF LIFE M-F				115	130	130	80	80	A	3.7	17	308
M-F	10.00A	30	NBC	CS					B	3.8	17	317
FAMILY FEUD				169	176	177	91	90	A	5.1	20	425
M-F	12.00N	30	ABC	QP					B	5.4	21	450
FANTASY				179	159	157	83	83	A	2.9	10	242
SALE OF THE CENTURY				105	148	147	83	83	A	4.2	19	350
M-F	10.30A	30	NBC	QG					B	4.2	19	350
SEARCH FOR TOMORROW				170	164	164	82	82	A	2.9	11	242
M-F	12.30P	30	NBC	DD					B	2.7	10	225
TATTLETALES				170	118	117	67	67	A	3.0	10	250
M-F	4.00P	30	CBS	QG					B	2.9	9	242
TODAY SHOW-7.30AM				170	209	209	99	99	A	3.8	20	317
M-F	7.30A	30	NBC	N					B	4.1	21	342
TODAY SHOW-8.30AM				170	209	209	99	99	A	4.0	19	333
M-F	8.30A	30	NBC	N					B	4.3	20	358
$25,000 PYRAMID				173	161	160	86	87	A	4.6	21	383
M-F	10.00A	30	CBS	QP					B	4.3	20	358
WHEEL OF FORTUNE				104	204	203	98	98	A	6.5	30	541
M-F	11.00A	30	NBC	QG					B	5.8	26	483
YOUNG AND THE RESTLESS				173	204	204	99	99	A	8.3	32	691
M-F	12.30P	60	CBS	DD					B	8.0	31	666
•WEEKEND DAYTIME												
ABC WEEKEND SPECIALS				30	168	175	88	89	A	4.1	17	342
SAT.	12.00N	30	ABC	FV					B	5.4	18	450

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M-F	3.00P	60	NBC	QG					B	3.5	12	292
GENERAL HOSPITAL				168	204	204	99	99	A	10.1	34	841
M-F	3.00P	60	ABC	DD					B	9.8	33	816
GOOD MORNING, AMERICA-730				170	207	207	99	99	A	5.3	28	441
M-F	7.30A	30	ABC	N					B	5.4	27	450
GOOD MORNING, AMERICA-830				170	204	204	98	99	A	5.9	28	491
M-F	8.30A	30	ABC	N					B	5.7	27	475
GUIDING LIGHT				172	203	202	99	99	A	7.1	24	591
M-F	3.00P	60	CBS	DD					B	7.4	25	616
LOVE BOAT DAYTIME				170	188	188	95	95	A	4.9	22	408
M-F	11.00A	60	ABC	CS					B	4.9	21	408
NEW BATTLESTARS				40	149	148	73	73	A	2.8	11	233
M-F	12.00N	30	NBC	QG					B	2.4	10	200
NEWSBREAK-11.57				172	178	178	90	90	A	6.5	28	541
M-F	11.57A	2	CBS	N					B	7.0	29	583
NEWSBREAK-3.57				172	189	189	96	96	A	5.8	18	483
M-F	3.57P	2	CBS	N					B	6.2	19	516
ONE LIFE TO LIVE				169	202	202	99	99	A	7.7	28	641
M-F	2.00P	60	ABC	DD					B	8.0	29	666
PRICE IS RIGHT 1				172	205	205	99	99	A	5.9	27	491
M-F	11.00A	30	CBS	AP					B	6.8	31	566
PRICE IS RIGHT 2				173	205	205	99	99	A	7.8	34	650
M-F	11.30A	30	CBS	AP					B	8.5	36	708
RYAN'S HOPE				169	179	180	95	95	A	4.9	19	408
M-F	12.30P	30	ABC	DD					B	5.5	21	458
ABC WIDE WORLD-SPORTS SAT				25	198	202	99	99	A	6.6	19	550
SAT.	5.00P	90	ABC	SA					B	8.7	20	725
AMERICAN BANDSTAND '83				30	159	156	83	83	A	3.6	15	300
SAT.	12.30P	60	ABC	PC					B	4.7	15	392
AMERICAN SPORTSMAN				4	175	185	92	94	A	3.9	11	325
1 SUN.	4.45P	75	ABC	SA					B	4.6	12	383
2 SUN.	5.02P	58										
ASK NBC NEWS-8:28AM				35	190	190	96	96	A	4.3	30	358
SAT.	8.28A	2	NBC	CN					B	4.3	28	358
ASK NBC NEWS-8:58AM				36	198	199	98	98	A	5.4	29	450
SAT.	8.58A	2	NBC	CN					B	5.5	28	458
ASK NBC NEWS-10:28AM				36	207	212	99	99	A	5.7	23	475
SAT.	10.28A	2	NBC	CN					B	7.8	29	650
ASK NBC NEWS-10:58AM				36	195	202	94	94	A	6.1	25	508
SAT.	10.58A	2	NBC	CN					B	6.7	24	558
ASK NBC NEWS-11:58AM				34	169	193	79	88	A	4.7	19	392
SAT.	11.58A	2	NBC	CN					B	6.1	21	508
BLACKSTAR				17	154	159	83	84	A	4.0	16	333
SAT.	1.00P	30	CBS	CA					B	4.4	15	367
BUGS BUNNY/ROAD RUNNER 1				16	200	200	99	99	A	4.0	17	333
SAT.	9.30A	30	CBS	CA					B	4.1	16	342
BUGS BUNNY/ROAD RUNNER 2				16	202	200	99	99	A	5.8	24	483
SAT.	10.00A	30	CBS	CA					B	5.8	22	483
BUGS BUNNY/ROAD RUNNER 3				15	193	192	97	97	A	5.4	22	450
SAT.	11.00A	30	CBS	CA					B	6.1	22	508

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WEEKEND DAYTIME CONT'D										
BUGS BUNNY/ROAD RUNNER 4	SAT. 11.30A 30 CBS CA	15	193	192	97	97	A	6.1	25	508
							B	6.6	24	550
CAPTAIN KANGAROO-SAT	SAT. 7.00A 60 CBS CL	35	136	136	84	84	A	1.3	16	108
							B	1.2	15	100
CBS CHILDREN'S FILM FEST.	SAT. 1.30P 30 CBS CL	13	150	152	81	77	A	3.2	13	267
							B	3.4	12	283
CBS SPORTS SATURDAY	2 SAT. 4.30P 90 CBS SA	15		179		94	A	5.9	18	491
							B	6.5	16	541
CBS SPORTS SUN SPEC ED.(S)	2 SUN. 4.30P 90 CBS SE			196		99	A	5.5	17	458
CELEBRATE AMERICA 6.00AM(S)	1 SUN. 6.00A 30 NBC P		156		93		A	.6	14	50
CELEBRATE AMERICA 6.30AM(S)	1 SUN. 6.30A 30 NBC P		154		92		A	.7	15	58
CELEBRATE AMERICA 7.00AM(S)	1 SUN. 7.00A 30 NBC P		132		87		A	.8	13	67
CELEBRATE AMERICA 7.30AM(S)	1 SUN. 7.30A 30 NBC P		114		82		A	1.1	13	92
CELEBRATE AMERICA 8.00AM(S)	1 SUN. 8.00A 30 NBC P		90		75		A	.8	7	67
CELEBRATE AMERICA 8.30AM(S)	1 SUN. 8.30A 30 NBC P		82		71		A	.9	6	75
CELEBRATE AMERICA 9.00AM(S)	1 SUN. 9.00A 30 NBC P		78		68		A	1.1	6	92
CELEBRATE AMERICA 9.30AM(S)	1 SUN. 9.30A 30 NBC P		83		67		A	1.2	6	100
CELEBRATE AMERICA 10.00AM(S)	1 SUN. 10.00A 30 NBC P		81		65		A	1.3	6	108
CELEBRATE AMERICA 10.30AM(S)	1 SUN. 10.30A 30 NBC P		86		69		A	1.3	6	108
CELEBRATE AMERICA 11.00AM(S)	1 SUN. 11.00A 30 NBC P		88		69		A	1.4	6	117
CELEBRATE AMERICA 11.30AM(S)	1 SUN. 11.30A 30 NBC P		96		73		A	1.1	4	92
CELEBRATE AMERICA 12.00NN(S)	1 SUN. 12.00N 30 NBC P		116		82		A	1.4	6	117
CELEBRATE AMERICA 12.30PM(S)	1 SUN. 12.30P 30 NBC P		135		88		A	2.0	7	167
CELEBRATE AMERICA 1.00PM(S)	1 SUN. 1.00P 30 NBC P		161		91		A	2.3	8	192
CELEBRATE AMERICA 1.30PM(S)	1 SUN. 1.30P 30 NBC P		162		91		A	2.7	9	225
CELEBRATE AMERICA 2.00PM(S)	1 SUN. 2.00P 30 NBC P		162		90		A	2.4	8	200
CELEBRATE AMERICA 2.30PM(S)	1 SUN. 2.30P 30 NBC P		161		91		A	2.2	7	183
DETROIT GRAND PRIX(S)	2 SUN. 12.00N 150 CBS SE			183		96	A	4.1	16	342
DUKES	SAT. 10.30A 30 CBS CA	17	197	199	99	99	A	5.6	23	466
							B	6.5	24	541
FACE THE NATION	SUN. 11.30A 30 CBS CC	34	155	108	91	79	A	2.4	10	200
							B	3.1	11	258
FLASH GORDON	SAT. 12.30P 30 NBC CA	34	100	111	58	62	A	2.4	10	200
							B	3.8	12	317
FLINTSTONE FUNNIES	SAT. 8.00A 30 NBC CA	35	190	190	96	96	A	3.0	22	250
							B	3.5	25	292
FRENCH OPEN TENNIS(S)	1 SUN. 3.00P 120 NBC SE		160		85		A	2.4	7	200
FRENCH OPEN TENNIS-SAT(S)	2 SAT. 1.00P 120 NBC SE			167		90	A	3.2	12	267
FRENCH OPEN TENNIS-SUN(S)	2 SUN. 9.00A 240 NBC SE			155		90	A	2.5	11	208
GARY COLEMAN SHOW	SAT. 10.30A 30 NBC CA	36	195	202	94	94	A	5.1	21	425
							B	6.6	24	550
GILLIGAN'S PLANET	SAT. 12.00N 30 CBS CA	13	167	166	86	85	A	4.8	20	400
							B	4.9	17	408
HULK/SPIDERMAN 1	SAT. 11.00A 30 NBC CA	34	171	194	80	88	A	5.2	21	433
							B	6.1	22	508
HULK/SPIDERMAN 2	SAT. 11.30A 30 NBC CA	34	169	193	79	88	A	4.7	19	392
							B	6.3	22	525
IN THE NEWS- 8.26AM	SAT. 8.26A 3 CBS CN	36	174	175	82	83	A	2.6	18	217
							B	2.3	15	192
IN THE NEWS- 8.56AM	SAT. 8.56A 3 CBS CN	36	180	182	89	89	A	2.5	14	208
							B	2.9	15	242
IN THE NEWS- 9.26AM	SAT. 9.26A 3 CBS CN	36	188	188	96	96	A	2.8	13	233
							B	3.3	14	275
IN THE NEWS- 9.56AM	SAT. 9.56A 3 CBS CN	29	200	200	99	99	A	4.6	20	383
							B	4.3	17	358
IN THE NEWS-11.56AM	SAT. 11.56A 3 CBS CN	32	193	192	97	97	A	6.0	25	500
							B	5.2	18	433
IN THE NEWS-12.26PM	SAT. 12.26P 3 CBS CN	20	167	166	86	85	A	4.2	17	350
							B	4.3	15	358
IN THE NEWS-12.56PM	SAT. 12.56P 3 CBS CN	22	176	175	90	90	A	4.6	18	383
							B	4.7	16	392
IN THE NEWS- 1.26PM	SAT. 1.26P 3 CBS CN	17	154	159	83	84	A	4.0	16	333
							B	4.5	15	375
IN THE NEWS-10.56AM	SAT. 10.56A 3 CBS CN	35	197	199	99	99	A	4.9	20	408
							B	5.8	21	483

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WEEKEND DAYTIME CONT'D									
IN THE NEWS-11.26AM	34	193	192	97	97	A	5.2	21	433
SAT. 11.26A 3 CBS CN						B	5.7	21	475
KEMPER OPEN-SAT(S)			180		96	A	3.9	14	325
2 SAT. 3.30P 60 CBS SE									
KEMPER OPEN-SUN(S)(S)			190		98	A	4.8	16	400
2 SUN. 2.30P 120 CBS SE									
MEATBALL & SPAGHETTI	17	188	188	96	96	A	2.9	14	242
SAT. 9.00A 30 CBS CA						B	3.1	13	258
MEMORIAL GOLF TOURN.-SAT(S)		184		97		A	3.9	13	325
1 SAT. 4.30P 90 CBS SE									
MEMORIAL GOLF TOURN.-SUN(S)		195		98		A	4.4	15	367
1 SUN. 1.00P 150 CBS SE									
MORK/LAVERNE/FONZ HOUR-1	21	186	187	92	92	A	5.4	22	450
SAT. 11.00A 30 ABC CA						B	5.3	19	441
MORK/LAVERNE/FONZ HOUR-2	21	186	187	92	92	A	4.5	19	375
SAT. 11.30A 30 ABC CA						B	5.1	17	425
NBA CHAMPIONSHIP GAME 3(S)		193		98		A	11.2	31	933
1 SUN. 3.30P 160 CBS SE									
NBC MAJOR LEAGUE BASEBALL	8	196	202	92	94	A	4.8	18	400
1 SAT. 1.18P 153 NBC SE						B	5.5	17	458
2 SAT. 3.18P 172									
NBC MAJOR LEAGUE GAME-2	2	195		94		A	4.9	16	408
1 SAT. 4.00P 158 NBC SE						B	5.6	17	466
NBC SPORTS-30 ROCK	8	195	202	91	94	A	4.2	17	350
1 SAT. 1.00P 18 NBC SC						B	4.4	16	367
2 SAT. 3.00P 18									
NEW FAT ALBERT SHOW	22	176	175	90	90	A	5.0	20	417
SAT. 12.30P 30 CBS CA						B	4.7	16	392
PAC-MAN/RASCALS/RICHIE-1	35	196	196	99	99	A	4.4	25	367
SAT. 8.30A 30 ABC CA						B	5.1	27	425
PAC-MAN/RASCALS/RICHIE-2	35	197	197	99	99	A	5.9	28	491
SAT. 9.00A 30 ABC CA						B	6.6	30	550
PAC-MAN/RASCALS/RICHIE-3	35	197	197	99	99	A	6.1	27	508
SAT. 9.30A 30 ABC CA						B	7.3	29	608
PANDAMONIUM	30	180	182	89	89	A	2.7	15	225
SAT. 8.30A 30 CBS CA						B	3.0	16	250
POPEYE/OLIVE COMEDY SHOW	17	174	175	82	83	A	2.3	17	192
SAT. 8.00A 30 CBS CA						B	2.3	15	192
PRO BOWLERS SPRING TOUR	3	185	185	94	94	A	4.4	15	367
SAT. 3.30P 90 ABC SE						B	4.3	15	358
SCHOOLHOUSE ROCK-8.25AM	35	178	179	93	93	A	3.5	24	292
SAT. 8.25A 4 ABC CN						B	3.6	24	300
SCHOOLHOUSE ROCK-10.55AM	21	193	194	99	99	A	6.3	26	525
SAT. 10.55A 4 ABC CN						B	5.8	21	483
SCHOOLHOUSE ROCK-11.55AM	21	186	187	92	92	A	4.3	18	358
SAT. 11.55A 4 ABC CN						B	5.1	17	425
SCOOBY DOO/PUPPY HOUR-1	21	193	194	99	99	A	5.9	24	491
SAT. 10.00A 30 ABC CA						B	5.9	22	491
SCOOBY DOO/PUPPY HOUR-2	21	193	194	99	99	A	7.2	29	600
SAT. 10.30A 30 ABC CA						B	6.7	24	558
SHIRT TALES	36	198	199	98	98	A	5.3	30	441
SAT. 8.30A 30 NBC CA						B	5.0	27	417
SMURFS I	36	207	212	99	99	A	6.5	31	541
SAT. 9.00A 30 NBC CA						B	7.1	32	591
SMURFS II	36	207	212	99	99	A	7.3	32	608
SAT. 9.30A 30 NBC CA						B	8.2	33	683
SMURFS III	36	207	212	99	99	A	6.6	27	550
SAT. 10.00A 30 NBC CA						B	8.7	33	725
SPORTSBEAT	16	119	144	74	79	A	2.0	8	167
SAT. 3.00P 30 ABC SC						B	2.7	8	225
SPORTSWORLD	18	170	183	88	94	A	4.8	14	400
1 SUN. 5.00P 60 NBC SA						B	6.5	16	541
2 SUN. 4.00P 120									
SUNDAY MORNING	34	165	165	91	92	A	3.7	20	308
SUN. 9.00A 90 CBS N						B	4.8	22	400
SUPERFRIENDS	35	178	179	93	93	A	3.5	26	292
SAT. 8.00A 30 ABC CA						B	3.3	24	275
THIS WEEK-DAVID BRINKLEY	33	147	153	89	90	A	2.2	9	183
SUN. 11.30A 60 ABC N						B	3.8	13	317
THUNDARR	8	119	126	66	68	A	3.2	13	267
SAT. 12.00N 30 NBC CA						B	3.6	13	300
USFL FOOTBALL	13	193	197	97	99	A	5.0	16	417
1 SUN. 1.30P 195 ABC SE						B	6.5	18	541
2 SUN. 1.30P 212									
WALKER CUP GOLF MATCH(S)			166		89	A	2.4	9	200
2 SAT. 2.00P 60 ABC SE									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. MAY 23, 1983

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,240 23.1											
	Program					ABC MONDAY NIGHT MOVIE → JACQUELINE BOUVIER KENNEDY (R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)					9,580 11.5	9.3*		10.5*		11.8*		12.1*		12.7*		12.7*
	SHARE OF AUDIENCE %					18	16 *		17 *		18 *		18 *		20 *		21 *
	AVG. AUD. BY ¼ HR. %					9.1	9.4	10.6	10.5	11.5	12.0	11.9	12.4	12.7	12.8	12.9	12.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,160 14.6		12,160 14.6		14,660 17.6		14,830 17.8		15,160 18.2			
	Program					SQUARE PEGS (R)		PRIVATE BENJAMIN (R)(OP)		M*A*S*H (R)		ONE DAY AT A TIME		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,160 12.2		10,750 12.9		12,580 15.1		13,160 15.8		11,830 14.2	14.2*		14.2*
	SHARE OF AUDIENCE %					21		21		23		24		23	22 *		23 *
	AVG. AUD. BY ¼ HR. %					11.8	12.7	12.2	13.5	14.3	15.8	15.5	16.0	14.3	14.0	14.1	14.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)					33,070 39.7											
	Program					HAPPY BIRTHDAY, BOB (OP)											
	AVERAGE AUDIENCE (Households (000) & %)					19,910 23.9	20.0*		21.7*		24.3*		25.9*		26.1*		25.4*
	SHARE OF AUDIENCE %					38	35 *		36 *		37 *		39 *		40 *		42 *
	AVG. AUD. BY ¼ HR. %					19.2	20.9	21.5	22.0	23.9	24.6	25.4	26.4	26.6	25.6	25.5	25.3

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,580 18.7				21,660 26.0							
	Program					THAT'S INCREDIBLE (R)				ABC MONDAY NIGHT MOVIE → GHOST DANCING (OP)							
	AVERAGE AUDIENCE (Households (000) & %)					11,000 13.2	12.1*		14.2*	13,830 16.6	16.0*		16.6*		16.9*		17.1*
	SHARE OF AUDIENCE %					23	22 *		24 *	28	26 *		27 *		29 *		30 *
	AVG. AUD. BY ¼ HR. %					11.6	12.5	14.1	14.3	15.5	16.6	16.7	16.5	16.8	17.0	17.4	16.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,330 18.4		14,330 17.2		18,660 22.4		17,490 21.0		15,990 19.2			
	Program					WHAT-LEARNED, C.BROWN		PRIVATE BENJAMIN (R)(OP)		M*A*S*H (R)		ONE DAY AT A TIME (R)		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,990 15.6		12,250 14.7		15,990 19.2		15,660 18.8		12,580 15.1	15.0*		15.3*
	SHARE OF AUDIENCE %					28		25		31		30		26	26 *		27 *
	AVG. AUD. BY ¼ HR. %					15.5	15.7	14.1	15.3	18.2	20.2	18.5	19.1	15.0	14.9	14.9	15.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					11,330 13.6		12,410 14.9		14,910 17.9							
	Program					LOVE, SIDNEY		FAMILY TIES (R)(OP)		NBC MONDAY NIGHT MOVIES → EYES OF LAURA MARS (R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,410 11.3		10,660 12.8		8,580 10.3	10.0*		10.6*		10.2*		10.3*
	SHARE OF AUDIENCE %					21		22		17	16 *		17 *		18 *		18 *
	AVG. AUD. BY ¼ HR. %					10.7	11.9	12.5	13.1	10.2	9.9	10.8	10.5	10.3	10.2	10.4	10.2

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	49.4	51.4	50.9	52.2	55.5	58.4	59.9	61.6	64.3	66.0	66.7	67.1	65.9	63.9	61.9	60.6
	WK. 2	48.6	51.1	51.0	53.0	53.8	55.9	57.3	59.6	60.5	61.9	61.9	61.7	58.6	57.9	57.6	56.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.MON. MAY 30, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 24, 1983

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	11,080		11,660		16,580		14,910		15,580			
TOTAL AUDIENCE (%)	13.3		14.0		19.9		17.9		18.7			
Program	HAPPY DAYS (R)		JOANIE LOVES CHACHI		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		← HART TO HART (R) →			
AVERAGE AUDIENCE (Households (000))	8,910		10,080		14,410		12,830		11,250			
AVERAGE AUDIENCE (%)	10.7		12.1		17.3		15.4		13.5	13.3*		13.6*
SHARE OF AUDIENCE %	20		21		28		24		22	21 *		23 *
AVG. AUD. BY ¼ HR. %	10.3	11.1	11.7	12.6	16.4	18.2	15.4	15.4	13.5	13.1	13.5	13.7

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	14,330				19,410							
TOTAL AUDIENCE (%)	17.2				23.3							
Program	← MOVIE BLOCKBUSTERS THE 15 GREATEST HITS OF ALL TIMES (OP) →				← CBS TUESDAY NIGHT MOVIES THE CRADLE WILL FALL →							
AVERAGE AUDIENCE (Households (000))	9,500				12,910							
AVERAGE AUDIENCE (%)	11.4	11.5*		11.3*	15.5	14.1*		15.7*		16.1*		16.0*
SHARE OF AUDIENCE %	20	21 *		19 *	25	23 *		25 *		26 *		27 *
AVG. AUD. BY ¼ HR. %	11.6	11.4	11.2	11.3	13.7	14.5	15.6	15.8	15.8	16.3	16.3	15.7

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	18,990				22,570							
TOTAL AUDIENCE (%)	22.8				27.1							
Program	← A TEAM (R)(OP) →				← NBC MOVIE OF THE WEEK-TUE THE ENFORCER (R) (OP) →							
AVERAGE AUDIENCE (Households (000))	14,740				14,660							
AVERAGE AUDIENCE (%)	17.7	16.0*		19.4*	17.6	15.2*		17.0*		18.7*		19.6*
SHARE OF AUDIENCE %	32	30 *		33 *	29	25 *		27 *		30 *		33 *
AVG. AUD. BY ¼ HR. %	15.0	17.0	19.0	19.8	15.2	15.3	16.3	17.6	18.4	19.1	19.6	19.6

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	11,660		12,000		17,910		16,990		21,570			
TOTAL AUDIENCE (%)	14.0		14.4		21.5		20.4		25.9			
Program	HAPPY DAYS (R)		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		← HART TO HART (R) →			
AVERAGE AUDIENCE (Households (000))	9,410		10,500		15,410		14,830		17,410			
AVERAGE AUDIENCE (%)	11.3		12.6		18.5		17.8		20.9	20.8*		21.0*
SHARE OF AUDIENCE %	20		21		29		28		36	34 *		37 *
AVG. AUD. BY ¼ HR. %	10.5	12.1	12.2	12.9	17.6	19.4	17.3	18.3	20.3	21.2	21.4	20.6

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	10,160				24,490							
TOTAL AUDIENCE (%)	12.2				29.4							
Program	← BRING 'EM BACK ALIVE (OP) →				← NBA CHAMPIONSHIP GAME 4 PHILADELPHIA VS LOS ANGELES (9:00-11:44PM)(-OP) →							
AVERAGE AUDIENCE (Households (000))	6,580				12,160							
AVERAGE AUDIENCE (%)	7.9	8.1*		7.6*	14.6	12.1*		13.3*		12.9*		14.6*
SHARE OF AUDIENCE %	14	14 *		13 *	24	20 *		21 *		21 *		24 *
AVG. AUD. BY ¼ HR. %	8.3	7.9	7.6	7.6	11.7	12.5	13.1	13.4	13.6	12.2	13.7	15.5

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	20,330				18,080				14,080			
TOTAL AUDIENCE (%)	24.4				21.7				16.9			
Program	← A TEAM (R)(OP) →				← REMINGTON STEELE (R) →				← ST. ELSEWHERE (R) →			
AVERAGE AUDIENCE (Households (000))	14,910				13,660				10,830			
AVERAGE AUDIENCE (%)	17.9	16.5*		19.3*	16.4	16.2*		16.5*	13.0	12.9*		13.1*
SHARE OF AUDIENCE %	30	29 *		32 *	26	26 *		26 *	22	21 *		23 *
AVG. AUD. BY ¼ HR. %	15.8	17.3	18.8	19.7	16.3	16.1	16.6	16.5	12.7	13.1	13.2	13.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	47.5	48.9	49.3	49.8	52.2	55.1	57.5	59.7	61.0	62.9	63.2	63.6	62.1	61.9	59.8	58.5
WK. 2	53.0	54.0	54.0	55.4	56.3	57.9	60.5	61.8	62.7	64.2	64.1	64.4	61.1	59.9	57.8	56.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. MAY 31, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 25, 1983 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					15,160				18,910							
TOTAL AUDIENCE (%)					18.2				22.7							
Program					FALL GUY (R)				ABC MOVIE SPECIAL SIZZLE (R) (OP)							
AVERAGE AUDIENCE (Households (000))					10,750				11,660							
AVERAGE AUDIENCE (%)					12.9	12.2*		13.6*	14.0	11.7*		13.7*		14.9*		15.7*
SHARE OF AUDIENCE %					25	24 *		25 *	24	20 *		24 *		26 *		28 *
AVG. AUD. BY ¼ HR. %					11.7	12.7	13.4	13.8	11.5	11.8	13.4	14.1	14.9	14.8	15.7	15.7
CBS TV TOTAL AUDIENCE (Households (000))					21,160											
TOTAL AUDIENCE (%)					25.4											
Program					CBS WEDNESDAY NIGHT MOVIE CALLIE & SON (R) (OP)											
AVERAGE AUDIENCE (Households (000))					12,080											
AVERAGE AUDIENCE (%)					14.5	12.2*		13.3*		14.2*		14.9*		16.0*		16.3*
SHARE OF AUDIENCE %					26	24 *		25 *		25 *		26 *		28 *		29 *
AVG. AUD. BY ¼ HR. %					11.8	12.5	13.2	13.4	14.1	14.3	14.8	15.1	15.9	16.2	16.5	16.2
NBC TV TOTAL AUDIENCE (Households (000))					13,490				14,490		13,160		13,660			
TOTAL AUDIENCE (%)					16.2				17.4		15.8		16.4			
Program					REAL PEOPLE (R)(OP)				FACTS OF LIFE (R)		TAXI		QUINCY, M.E. (R)			
AVERAGE AUDIENCE (Households (000))					9,160				12,410		11,080		10,250			
AVERAGE AUDIENCE (%)					11.0	10.1*		11.9*	14.9		13.3		12.3	12.3*		12.3*
SHARE OF AUDIENCE %					21	20 *		22 *	26		23		22	21 *		22 *
AVG. AUD. BY ¼ HR. %					10.0	10.3	11.6	12.3	13.9	15.9	12.9	13.7	12.4	12.2	12.3	12.3

EVE.WED. JUNE 1, 1983 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					14,580				14,740				14,580			
TOTAL AUDIENCE (%)					17.5				17.7				17.5			
Program					FALL GUY (R)				GOLD MONKEY (OP)				DYNASTY (R)			
AVERAGE AUDIENCE (Households (000))					10,910				10,160				10,500			
AVERAGE AUDIENCE (%)					13.1	12.3*		14.0*	12.2	11.2*		13.3*	12.6	12.8*		12.3*
SHARE OF AUDIENCE %					24	23 *		25 *	20	19 *		22 *	22	22 *		22 *
AVG. AUD. BY ¼ HR. %					11.6	12.9	13.7	14.2	11.0	11.4	12.6	13.9	13.2	12.4	12.3	12.3
CBS TV TOTAL AUDIENCE (Households (000))					6,410		6,410		18,410							
TOTAL AUDIENCE (%)					7.7		7.7		22.1							
Program					ZORRO AND SON		SMALL & FRYE (R)(OP)		CBS WEDNESDAY NIGHT MOVIE REHEARSAL FOR MURDER (R)							
AVERAGE AUDIENCE (Households (000))					5,500		5,410		10,660							
AVERAGE AUDIENCE (%)					6.6		6.5		12.8	11.6*		12.8*		13.3*		13.6*
SHARE OF AUDIENCE %					13		12		22	19 *		21 *		23 *		24 *
AVG. AUD. BY ¼ HR. %					6.6	6.7	6.3	6.8	11.3	12.0	13.0	12.6	13.1	13.6	13.6	13.5
NBC TV TOTAL AUDIENCE (Households (000))					15,410				14,240		13,490		14,990			
TOTAL AUDIENCE (%)					18.5				17.1		16.2		18.0			
Program					REAL PEOPLE (R)(OP)				FACTS OF LIFE (R)		BUFFALO BILL		QUINCY, M.E. (R)			
AVERAGE AUDIENCE (Households (000))					10,830				12,080		11,410		11,410			
AVERAGE AUDIENCE (%)					13.0	12.2*		13.7*	14.5		13.7		13.7	13.2*		14.3*
SHARE OF AUDIENCE %					24	23 *		24 *	24		22		24	22 *		25 *
AVG. AUD. BY ¼ HR. %					11.7	12.8	13.2	14.3	13.8	15.3	13.7	13.7	12.7	13.7	14.3	14.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	47.7	48.3	47.8	49.6	49.8	51.0	53.4	54.8	56.6	58.9	58.0	58.3	57.4	57.3	57.3	56.1
WK. 2	48.9	49.9	49.7	50.5	51.4	53.6	55.1	57.5	58.4	60.7	60.8	61.7	59.0	58.9	57.4	56.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. JUNE 1, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 26, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					10,410 12.5		10,160 12.2		13,660 16.4		12,910 15.5		18,160 21.8			
Program					CONDO		NEW ODD COUPLE		TOO CLOSE FOR COMFORT (R)		AMANDA'S (OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					8,500 10.2		9,000 10.8		11,660 14.0		10,910 13.1		13,580 16.3	16.5*		16.0*
SHARE OF AUDIENCE %					20		19		24		22		29	29 *		29 *
AVG. AUD. BY ¼ HR. %					9.7	10.7	10.5	11.0	13.2	14.7	13.1	13.2	16.1	16.8	16.0	16.1
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					21,490 25.8				22,320 26.8							
Program					← MAGNUM, P.I. (R)(OP) →				← NBA CHAMPIONSHIP GAME 2 PHILADELPHIA VS LOS ANGELES (9:00-11:40PM)(-OP) →							
AVERAGE AUDIENCE (Households (000) & %)					15,660 18.8	17.4*		20.3*	10,750 12.9	12.5*		12.2*		12.3*		13.2*
SHARE OF AUDIENCE %					35	33 *		37 *	23	23 *		21 *		21 *		22 *
AVG. AUD. BY ¼ HR. %					16.2	18.7	20.0	20.5	13.3	11.7	11.7	12.7	12.6	12.1	12.9	13.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					12,580 15.1				14,580 17.5		16,580 19.9		20,740 24.9			
Program					← FAME (R)(OP) →				GIMME A BREAK (R)		CHEERS (R)(OP)		← HILL STREET BLUES (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,080 9.7	9.2*		10.3*	12,160 14.6		14,580 17.5		15,660 18.8	18.3*		19.3*
SHARE OF AUDIENCE %					18	18 *		19 *	25		29		33	32 *		35 *
AVG. AUD. BY ¼ HR. %					9.1	9.2	9.8	10.7	13.7	15.6	17.3	17.6	18.0	18.5	19.2	19.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					10,750 12.9		9,750 11.7		12,990 15.6		12,740 15.3		16,830 20.2			
Program					CONDO		NEW ODD COUPLE (R)		TOO CLOSE FOR COMFORT (R)		IT TAKES TWO (R)(OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					8,660 10.4		8,660 10.4		11,330 13.6		11,580 13.9		12,410 14.9	15.4*		14.4*
SHARE OF AUDIENCE %					20		18		23		23		26	26 *		25 *
AVG. AUD. BY ¼ HR. %					9.9	10.8	10.2	10.6	13.0	14.2	13.6	14.1	15.0	15.9	14.9	13.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					17,580 21.1				17,160 20.6				13,490 16.2			
Program					← MAGNUM, P.I. (R)(OP) →				← SIMON & SIMON (R) →				← TUCKER'S WITCH →			
AVERAGE AUDIENCE (Households (000) & %)					13,330 16.0	14.7*		17.4*	12,910 15.5	15.4*		15.6*	10,830 13.0	12.9*		13.1*
SHARE OF AUDIENCE %					29	28 *		30 *	26	26 *		26 *	23	22 *		23 *
AVG. AUD. BY ¼ HR. %					13.9	15.6	17.1	17.6	15.4	15.5	15.6	15.7	12.8	12.9	13.2	13.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					10,750 12.9				11,750 14.1		12,830 15.4		17,580 21.1			
Program					← FAME (R)(OP) →				GIMME A BREAK (R)		CHEERS (R)(OP)		← HILL STREET BLUES (R) →			
AVERAGE AUDIENCE (Households (000) & %)					7,830 9.4	8.9*		9.8*	9,750 11.7		11,000 13.2		13,830 16.6	16.2*		17.1*
SHARE OF AUDIENCE %					17	17 *		17 *	20		22		29	28 *		30 *
AVG. AUD. BY ¼ HR. %					8.7	9.2	9.7	9.9	11.4	12.0	12.9	13.6	15.9	16.5	17.2	16.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	46.3	47.7	48.5	51.0	51.0	52.7	54.7	56.0	57.6	59.0	59.4	59.6	57.9	56.3	55.9	54.8
WK. 2	46.6	48.1	47.9	50.2	52.4	54.2	57.0	59.1	58.8	60.5	60.4	60.7	58.8	58.4	57.4	56.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. JUNE 2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 27, 1983

WEEK 1

		8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,410 12.5		8,830 10.6		16,830 20.2							
	Program	BENSON (R)		AT EASE		ABC FRIDAY NIGHT MOVIE — THE SINS OF DORIAN GRAY (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	8,750 10.5		7,830 9.4		9,500 11.4	10.9*		11.0*		11.6*		12.2*
	SHARE OF AUDIENCE %	22		18		20	19 *		19 *		20 *		22 *
	AVG. AUD. BY ¼ HR. %	10.2	10.8	9.0	9.8	10.9	11.0	10.9	11.1	11.7	11.5	11.9	12.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	14,410 17.3				12,740 15.3				11,330 13.6			
	Program	DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	10,000 12.0	10.7*		13.2*	8,500 10.2	10.1*		10.3*	8,000 9.6	9.2*		10.0*
	SHARE OF AUDIENCE %	24	22 *		25 *	18	18 *		18 *	17	16 *		18 *
	AVG. AUD. BY ¼ HR. %	10.4	11.0	12.6	13.8	10.3	9.9	10.3	10.2	9.1	9.3	9.5	10.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)	24,820 29.8											
	Program	NBC MOVIE OF THE WEEK — SOUND OF MUSIC (R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	13,740 16.5	11.9*		14.3*		17.4*		18.4*		18.8*		18.1*
	SHARE OF AUDIENCE %	30	25 *		27 *		31 *		32 *		33 *		33 *
	AVG. AUD. BY ¼ HR. %	11.7	12.1	13.7	15.0	17.0	17.8	18.1	18.7	19.0	18.6	18.1	18.0

WEEK 2

		8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	11,910 14.3		9,000 10.8		15,580 18.7							
	Program	BENSON (R)		AT EASE		ABC FRIDAY NIGHT MOVIE — FIGHTING BACK (R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	9,580 11.5		7,750 9.3		9,080 10.9	8.9*		9.8*		12.2*		12.5*
	SHARE OF AUDIENCE %	23		17		20	16 *		17 *		22 *		24 *
	AVG. AUD. BY ¼ HR. %	11.1	11.9	9.3	9.4	8.8	9.0	9.6	10.1	12.0	12.5	12.5	12.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	14,240 17.1				15,330 18.4				13,830 16.6			
	Program	DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	10,330 12.4	11.3*		13.5*	10,830 13.0	12.6*		13.4*	10,330 12.4	12.1*		12.7*
	SHARE OF AUDIENCE %	24	22 *		25 *	23	23 *		24 *	23	22 *		24 *
	AVG. AUD. BY ¼ HR. %	10.9	11.7	13.4	13.7	12.5	12.7	13.1	13.6	12.1	12.2	12.6	12.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)	10,160 12.2				15,990 19.2				13,160 15.8			
	Program	POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)				EISCHIED (R)			
	AVERAGE AUDIENCE (Households (000) & %)	7,250 8.7	8.2*		9.2*	11,910 14.3	13.4*		15.1*	10,000 12.0	12.0*		12.0*
	SHARE OF AUDIENCE %	17	16 *		17 *	26	24 *		27 *	23	22 *		23 *
	AVG. AUD. BY ¼ HR. %	8.0	8.4	8.7	9.7	13.2	13.7	14.8	15.4	12.3	11.7	12.1	11.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.3	44.8	44.5	46.5	46.8	48.8	51.2	54.6	56.0	56.4	56.9	57.2	57.0	56.2	55.2	54.3
WK. 2	46.4	47.4	47.3	48.4	50.0	51.6	52.5	54.1	54.5	55.0	56.7	56.6	54.8	53.7	52.5	51.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.FRI. JUNE 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 28, 1983

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						11,000 13.2				16,990 20.4				16,990 20.4			
ABC TV program						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7	9.1*		10.3*	12,410 14.9	13.1*		16.6*	12,580 15.1	14.9*		15.3*
SHARE OF AUDIENCE	%					21	20 *		21 *	29	25 *		32 *	31	30 *		32 *
AVG. AUD. BY ¼ HR.	%					8.7	9.4	9.9	10.6	12.4	13.8	16.4	16.9	14.9	14.9	14.8	15.8
CBS TV TOTAL AUDIENCE (Households (000) & %)						9,910 11.9				16,660 20.0							
CBS TV program						ONE NIGHT BAND (OP)				CBS SAT. NIGHT MOVIE WE'RE FIGHTING BACK (R)							
AVERAGE AUDIENCE (Households (000) & %)						6,330 7.6	7.5*		7.7*	9,750 11.7	9.6*		11.3*		12.7*		13.3*
SHARE OF AUDIENCE	%					16	16 *		16 *	23	19 *		22 *		25 *		27 *
AVG. AUD. BY ¼ HR.	%					8.0	7.0	7.2	8.1	9.4	9.8	11.1	11.5	12.4	13.0	13.7	12.8
NBC TV TOTAL AUDIENCE (Households (000) & %)						12,660 15.2		12,330 14.8		11,160 13.4		7,410 8.9		6,160 7.4		5,830 7.0	
NBC TV program						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		MAMA'S FAMILY (R)		CELEBRATE AMERICA 9.30PM		CELEBRATE AMERICA 10.00PM		CELEBRATE AMERICA 10.30PM	
AVERAGE AUDIENCE (Households (000) & %)						10,330 12.4		11,160 13.4		9,750 11.7		5,910 7.1		4,910 5.9		4,660 5.6	
SHARE OF AUDIENCE	%					27		28		23		14		12		12	
AVG. AUD. BY ¼ HR.	%					11.5	13.4	13.2	13.5	11.5	11.8	7.9	6.3	6.2	5.6	5.7	5.5

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						12,330 14.8				17,830 21.4				17,490 21.0			
ABC TV program						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)						9,250 11.1	10.2*		12.0*	13,410 16.1	14.3*		17.9*	13,740 16.5	16.1*		16.8*
SHARE OF AUDIENCE	%					24	23 *		25 *	31	29 *		34 *	32	31 *		33 *
AVG. AUD. BY ¼ HR.	%					9.7	10.7	11.8	12.1	13.7	15.0	17.4	18.4	16.1	16.2	17.0	16.7
CBS TV TOTAL AUDIENCE (Households (000) & %)						11,250 13.5						13,910 16.7					
CBS TV program						SEVEN BRIDES/SEVEN BROS. (R)(OP)						CBS SAT. NIGHT MOVIE FIGHTING MAD (R)					
AVERAGE AUDIENCE (Households (000) & %)						6,160 7.4	6.7*		6.9*		8.4*	9,080 10.9	9.7*		11.4*		11.6*
SHARE OF AUDIENCE	%					16	15 *		15 *		17 *	21	18 *		22 *		23 *
AVG. AUD. BY ¼ HR.	%					6.7	6.8	6.6	7.2	8.3	8.6	9.6	9.7	11.3	11.6	11.7	11.5
NBC TV TOTAL AUDIENCE (Households (000) & %)						11,500 13.8		12,080 14.5		9,250 11.1		8,250 9.9		9,410 11.3			
NBC TV program						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		MAMA'S FAMILY (R)		THERE GOES-NEIGHBORHOOD (OP)		MONITOR			
AVERAGE AUDIENCE (Households (000) & %)						9,500 11.4		10,660 12.8		8,500 10.2		7,330 8.8		5,910 7.1	7.6*		6.7*
SHARE OF AUDIENCE	%					26		27		20		17		14	14 *		13 *
AVG. AUD. BY ¼ HR.	%					10.6	12.3	12.2	13.4	10.0	10.3	8.8	8.8	7.9	7.3	6.8	6.5

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	41.0	41.3	42.0	42.9	45.4	46.5	47.5	49.7	51.2	52.2	51.9	51.5	50.7	50.3	49.3	47.7
	WK. 2	40.1	40.9	41.2	41.3	43.3	45.5	46.5	48.2	49.3	50.9	52.3	53.9	52.6	52.3	51.5	50.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 28, 1983

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,750 5.7															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		4,410 5.3															
SHARE OF AUDIENCE	%	12															
AVG. AUD. BY ¼ HR.	%	5.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				5,330 6.4		3,420 4.1		2,580 3.1		1,750 2.1		1,750 2.1		1,250 1.5		750 .9	
				CELEBRATE AMERICA 11.30PM		CELEBRATE AMERICA 12.00MD		CELEBRATE AMERICA 12.30AM		CELEBRATE AMERICA 1.00AM		CELEBRATE AMERICA 1.30AM		CELEBRATE AMERICA 2.00AM		CELEBRATE AMERICA 2.30AM	
AVERAGE AUDIENCE (Households (000) & %)				4,080 4.9		2,750 3.3		2,000 2.4		1,500 1.8		1,170 1.4		830 1.0		750 .9	
SHARE OF AUDIENCE	%			14		11		10		9		8		8		9	
AVG. AUD. BY ¼ HR.	%			5.6	4.3	3.8	2.8	2.6	2.1	1.8	1.7	1.6	1.3	1.0	.9	.9	.9

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,500 5.4															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		4,410 5.3															
SHARE OF AUDIENCE	%	11															
AVG. AUD. BY ¼ HR.	%	5.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				10,500 12.6													
				SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)				5,660 6.8	7.2*		6.7*										
SHARE OF AUDIENCE	%			20	19 *		21 *										
AVG. AUD. BY ¼ HR.	%			7.1	7.4	7.2	6.2	6.0	6.0								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	44.9	42.3	37.2	33.9	30.7	28.2	25.7	23.3	20.7	19.4	17.6	15.5	13.5	11.4	10.5	9.3
	WK. 2	47.7	44.8	39.5	36.7	33.5	30.9	28.7	26.7	23.7	21.6	19.1	16.3	13.5	11.7	10.5	9.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 29, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,660 12.8				16,490 19.8				22,660 27.2							
Program	RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				INDIANAPOLIS 500 (9:00-11:49PM) (OP)							
AVERAGE AUDIENCE (Households (000) & %)	7,250 8.7	8.2*		9.2*	11,750 14.1	13.0*		15.1*	11,750 14.1	14.1*		14.2*		13.9*		14.4*
SHARE OF AUDIENCE %	18	17 *		19 *	27	26 *		28 *	27	25 *		25 *		25 *		26 *
AVG. AUD. BY ¼ HR. %	8.0	8.4	8.8	9.5	12.5	13.5	14.7	15.6	14.0	14.2	14.5	13.9	14.0	13.7	14.4	14.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	20,740 24.9				13,580 16.3		14,240 17.1		17,330 20.8		17,160 20.6		17,740 21.3			
Program	60 MINUTES				ARCHIE BUNKER'S PLACE (R)		NEWHART (R)(OP)		JEFFERSONS (R)		ALICE		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000) & %)	15,740 18.9	18.9*		18.8*	12,160 14.6		12,000 14.4		15,240 18.3		15,660 18.8		14,160 17.0	17.0*		17.0*
SHARE OF AUDIENCE %	39	40 *		39 *	29		27		33		33		30	30 *		30 *
AVG. AUD. BY ¼ HR. %	18.2	19.6	19.1	18.6	14.3	14.9	14.1	14.6	17.5	19.1	18.1	19.4	17.1	17.0	17.1	16.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	10,330 12.4						19,330 23.2									
Program	BIG BIRD IN CHINA						NBC SUNDAY NIGHT MOVIE LEGEND OF WALKS FAR WOMAN (R) (OP)									
AVERAGE AUDIENCE (Households (000) & %)	5,330 6.4	5.1*		6.1*		7.9*	10,330 12.4	8.3*		11.1*		12.8*		14.6*		15.0*
SHARE OF AUDIENCE %	13	11 *		13 *		16 *	22	16 *		20 *		22 *		26 *		27 *
AVG. AUD. BY ¼ HR. %	4.9	5.3	5.9	6.3	7.7	8.2	7.9	8.8	10.8	11.4	12.8	12.8	14.4	14.8	15.1	14.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	7,580 9.1				13,490 16.2				21,070 25.3							
Program	ABC NEWS CLOSEUP				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE THE BUDDY HOLLY STORY (R) (OP)							
AVERAGE AUDIENCE (Households (000) & %)	4,830 5.8	5.2*		6.4*	10,330 12.4	11.2*		13.5*	13,740 16.5	14.4*		16.2*		17.6*		17.8*
SHARE OF AUDIENCE %	13	12 *		13 *	24	22 *		25 *	28	24 *		26 *		29 *		31 *
AVG. AUD. BY ¼ HR. %	5.2	5.2	6.1	6.7	11.0	11.5	12.8	14.2	13.7	15.0	15.9	16.5	17.4	17.7	18.2	17.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	20,740 24.9				14,240 17.1		13,910 16.7		22,660 27.2							
Program	60 MINUTES				ALICE		ONE DAY AT A TIME (R)(OP)		TONY AWARDS (9:00-11:27PM)							
AVERAGE AUDIENCE (Households (000) & %)	15,410 18.5	17.3*		19.7*	12,160 14.6		12,160 14.6		11,000 13.2	14.4*		13.8*		13.7*		12.6*
SHARE OF AUDIENCE %	40	39 *		41 *	29		27		23	24 *		22 *		22 *		22 *
AVG. AUD. BY ¼ HR. %	16.3	18.2	19.7	19.8	14.5	14.8	14.2	14.9	15.0	13.8	13.7	14.0	13.9	13.4	12.7	12.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	8,000 9.6				10,410 12.5				21,570 25.9							
Program	DEAR MR. PRESIDENT				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE MURDER ONE, DANCER O							
AVERAGE AUDIENCE (Households (000) & %)	5,250 6.3	6.3*		6.3*	7,660 9.2	8.3*		10.0*	13,740 16.5	14.6*		17.0*		17.2*		17.2*
SHARE OF AUDIENCE %	14	14 *		13 *	18	17 *		18 *	28	24 *		27 *		28 *		30 *
AVG. AUD. BY ¼ HR. %	5.9	6.7	6.3	6.2	7.9	8.8	9.9	10.2	13.7	15.5	16.7	17.3	17.5	16.9	17.3	17.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	46.5	48.3	48.4	48.8	48.7	50.7	52.3	53.7	55.1	56.6	57.2	58.0	56.2	55.7	56.2	55.8
WK. 2	43.6	46.0	47.7	48.4	48.8	51.1	52.9	55.6	58.8	60.5	61.7	62.3	62.0	60.4	57.8	56.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 29, 1983

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	{					2,250 2.7											
Program		INDIANAPOLIS 500 (9:00-11:49PM)				ABC WEEKEND REPORT-SUN.											
AVERAGE AUDIENCE (Households (000) & %)	{		13.6*			2,170 2.6											
SHARE OF AUDIENCE	%		28 *			9											
AVG. AUD. BY ¼ HR.	%	14.0	13.2	14.1	14.6	2.6											
CBS TV TOTAL AUDIENCE (Households (000) & %)	{	5,830 7.0		3,250 3.9													
Program		CBS SUNDAY NEWS-OSGOOD		MEMORIAL GOLF HILITES (11:30-11:44PM)													
AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.7		3,250 3.9													
SHARE OF AUDIENCE	%	13		10													
AVG. AUD. BY ¼ HR.	%	6.7		3.9													
NBC TV TOTAL AUDIENCE (Households (000) & %)	{			3,000 3.6													
Program				NBC LATE NIGHT MOVIE MRS. R'S DAUGHTER (R) (11:30-1:31AM)													
AVERAGE AUDIENCE (Households (000) & %)	{			1,500 1.8	1.9*		2.2*		1.6*		1.4*						
SHARE OF AUDIENCE	%			7	5 *		8 *		7 *		8 *						
AVG. AUD. BY ¼ HR.	%			1.9	2.0	2.1	2.3	1.8	1.4	1.4	1.4	1.4					

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.4															
Program		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.1															
SHARE OF AUDIENCE	%	11															
AVG. AUD. BY ¼ HR.	%	5.1															
CBS TV TOTAL AUDIENCE (Households (000) & %)	{		4,500 5.4														
Program		TONY AWARDS (9:00-11:27PM) (+OP)		CBS SUNDAY NEWS-OSGOOD (11:27-11:42PM) (OP)													
AVERAGE AUDIENCE (Households (000) & %)	{		4,250 5.1														
SHARE OF AUDIENCE	%		13														
AVG. AUD. BY ¼ HR.	%	11.7	5.2	5.0													
NBC TV TOTAL AUDIENCE (Households (000) & %)	{			2,580 3.1													
Program				NBC LATE NIGHT MOVIE COCAINE AND BLUE EYES (R) (11:30-12:07AM) (SUSTAINING 12:07-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)	{			2,170 2.6	2.6*												
SHARE OF AUDIENCE	%			8	7 *												
AVG. AUD. BY ¼ HR.	%			2.6	2.6	2.6											

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	51.1	46.9	41.0	36.4	29.5	26.2	22.9	20.4	18.0	16.5	14.7	13.6	12.0	10.9	9.8	8.7
	WK. 2	49.6	44.7	38.0	32.5	28.0	25.5	22.6	20.3	18.1	16.5	14.3	12.8	11.0	9.0	7.6	6.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 23-27, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,750 6.9				5,910 7.1									
ABC TV program	← GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING) →									
ABC TV AVERAGE AUDIENCE (Households (000) & %)			4,750 5.7				4,830 5.8									
ABC TV SHARE OF AUDIENCE %			29				28									
ABC TV AVG. AUD. BY ¼ HR. %			5.6	5.8			5.9	5.8								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,500 4.2				3,500 4.2						4,410 5.3		3,750 4.5	
CBS TV program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		CHILD'S PLAY	
CBS TV AVERAGE AUDIENCE (Households (000) & %)			2,920 3.5				2,830 3.4						3,670 4.4		3,250 3.9	
CBS TV SHARE OF AUDIENCE %			18				16						22		20	
CBS TV AVG. AUD. BY ¼ HR. %			3.5	3.5			3.4	3.4					4.1	4.6	3.9	3.8
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,000 4.8				4,000 4.8						3,170 3.8		3,580 4.3	
NBC TV program	← TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING) →						FACTS OF LIFE M-F		SALE OF THE CENTURY	
NBC TV AVERAGE AUDIENCE (Households (000) & %)			3,080 3.7				3,250 3.9						2,670 3.2		3,080 3.7	
NBC TV SHARE OF AUDIENCE %			19				19						16		19	
NBC TV AVG. AUD. BY ¼ HR. %			3.7	3.7			3.9	3.8					3.0	3.3	3.7	3.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,080 6.1				5,830 7.0									
ABC TV program	← GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING) →									
ABC TV AVERAGE AUDIENCE (Households (000) & %)			4,000 4.8				4,910 5.9									
ABC TV SHARE OF AUDIENCE %			26				28									
ABC TV AVG. AUD. BY ¼ HR. %			4.7	4.9			5.9	5.9								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,330 4.0				3,500 4.2						4,660 5.6		4,410 5.3	
CBS TV program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		CHILD'S PLAY	
CBS TV AVERAGE AUDIENCE (Households (000) & %)			2,750 3.3				2,750 3.3						4,000 4.8		3,670 4.4	
CBS TV SHARE OF AUDIENCE %			18				15						20		19	
CBS TV AVG. AUD. BY ¼ HR. %			3.3	3.4			3.2	3.4					4.7	4.9	4.3	4.5
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,080 4.9				4,330 5.2						4,170 5.0		4,750 5.7	
NBC TV program	← TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING) →						FACTS OF LIFE M-F		SALE OF THE CENTURY	
NBC TV AVERAGE AUDIENCE (Households (000) & %)			3,170 3.8				3,500 4.2						3,500 4.2		3,920 4.7	
NBC TV SHARE OF AUDIENCE %			20				20						18		20	
NBC TV AVG. AUD. BY ¼ HR. %			3.8	3.8			4.1	4.3					4.0	4.4	4.5	4.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	11.6	14.2	16.3	17.4	18.5	19.9	20.4	20.1	20.1	20.5	20.4	20.4	19.7	20.6	20.0	19.8
WK. 2	11.3	13.3	15.4	16.5	17.6	18.8	19.5	20.0	21.0	21.9	22.4	23.3	23.5	23.8	23.3	23.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 23-27, 1983

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,250 6.3				4,830 5.8		4,500 5.4		8,910 10.7				8,080 9.7			
	Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE →			
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.2	3.8*		4.6*	4,000 4.8		3,670 4.4		6,660 8.0	7.6*		8.4*	6,000 7.2	7.1*		7.4*
	SHARE OF AUDIENCE %	20	19 *		22 *	21		18		29	27 *		30 *	28	27 *		30 *
	AVG. AUD. BY ¼ HR. %	3.6	4.0	4.5	4.8	4.6	5.0	4.2	4.5	7.2	8.0	8.6	8.3	7.1	7.1	7.2	7.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,500 6.6		7,080 8.5				8,830 10.6				7,750 9.3				4,910 5.9	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	4,660 5.6		6,160 7.4				6,660 8.0	7.8*		8.2*	6,160 7.4	7.3*		7.5*	4,410 5.3	
	SHARE OF AUDIENCE %	28		35				33	33 *		33 *	27	26 *		29 *	21	
	AVG. AUD. BY ¼ HR. %	5.2	6.0	7.1	7.6			7.6	8.1	8.2	8.2	7.3	7.4	7.7	7.3	5.3	5.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,580 6.7		3,580 4.3		2,330 2.8		2,670 3.2		6,500 7.8				5,330 6.4			
	Program	WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
	AVERAGE AUDIENCE (Households (000) & %)	4,750 5.7		3,080 3.7		2,000 2.4		2,080 2.5		4,830 5.8	5.6*		6.0*	4,000 4.8	4.9*		4.7*
	SHARE OF AUDIENCE %	28		18		10		10		21	20 *		21 *	19	19 *		19 *
	AVG. AUD. BY ¼ HR. %	5.7	5.7	3.7	3.7	2.4	2.4	2.4	2.6	5.4	5.8	6.0	6.1	4.9	4.8	4.8	4.6

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,830 8.2				5,410 6.5		5,500 6.6		10,500 12.6				9,330 11.2			
	Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE →			
	AVERAGE AUDIENCE (Households (000) & %)	4,660 5.6	5.1*		6.2*	4,500 5.4		4,580 5.5		8,080 9.7	9.2*		10.2*	6,830 8.2	8.2*		8.3*
	SHARE OF AUDIENCE %	23	21 *		25 *	20		20		31	30 *		32 *	28	27 *		29 *
	AVG. AUD. BY ¼ HR. %	4.8	5.3	5.9	6.6	5.2	5.6	5.3	5.6	8.9	9.5	10.1	10.2	8.3	8.0	8.1	8.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,160 7.4		8,160 9.8				9,910 11.9				8,410 10.1				5,250 6.3	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	5,160 6.2		6,910 8.3				7,160 8.6	8.4*		8.8*	6,500 7.8	7.8*		7.7*	4,660 5.6	
	SHARE OF AUDIENCE %	26		33				31	31 *		31 *	25	25 *		26 *	19	
	AVG. AUD. BY ¼ HR. %	5.8	6.6	8.1	8.5			8.2	8.5	8.7	9.0	8.0	7.7	7.7	7.7	5.7	5.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,080 8.5		4,580 5.5		3,080 3.7		3,170 3.8		6,830 8.2				6,250 7.5			
	Program	WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
	AVERAGE AUDIENCE (Households (000) & %)	6,080 7.3		3,920 4.7		2,580 3.1		2,670 3.2		5,250 6.3	6.0*		6.7*	4,660 5.6	5.6*		5.5*
	SHARE OF AUDIENCE %	31		19		12		12		20	19 *		21 *	19	19 *		19 *
	AVG. AUD. BY ¼ HR. %	7.3	7.3	4.7	4.7	3.0	3.1	3.1	3.2	5.9	6.1	6.6	6.8	5.7	5.6	5.6	5.4
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	20.1	21.0	21.2	21.9	23.5	24.8	24.7	25.6	26.5	27.4	27.1	27.1	26.4	26.1	25.1	25.7
	WK. 2	23.5	24.5	24.9	26.0	27.2	28.4	28.1	28.8	30.1	30.9	30.6	30.7	29.5	29.6	28.8	29.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 30-JUNE 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 23-27, 1983

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))	10,250				3,000										8,330	
TOTAL AUDIENCE (%)	12.3				3.6										10.0	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000))	8,160				2,670										7,160	
AVERAGE AUDIENCE (%)	9.8	9.4*		10.1*	3.2										8.6	
SHARE OF AUDIENCE %	35	35 *		34 *	11										19	
AVG. AUD. BY ¼ HR. %	8.9	9.9	10.2	10.1	3.3	3.0									8.5	8.7
CBS TV TOTAL AUDIENCE (Households (000))	7,410				3,080										10,330	
TOTAL AUDIENCE (%)	8.9				3.7										12.4	
Program	← GUIDING LIGHT (OP) →				TATTLETALES										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000))	6,000				2,580										8,910	
AVERAGE AUDIENCE (%)	7.2	7.0*		7.4*	3.1										10.7	
SHARE OF AUDIENCE %	26	26 *		25 *	11										24	
AVG. AUD. BY ¼ HR. %	6.8	7.3	7.5	7.3	2.9	3.2									10.5	10.8
NBC TV TOTAL AUDIENCE (Households (000))	3,420														8,830	
TOTAL AUDIENCE (%)	4.1														10.6	
Program	← FANTASY →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000))	2,250														7,830	
AVERAGE AUDIENCE (%)	2.7	2.4*		2.9*											9.4	
SHARE OF AUDIENCE %	10	9 *		10 *											21	
AVG. AUD. BY ¼ HR. %	2.4	2.5	2.9	2.9											9.3	9.6

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))	10,910				3,670										8,750	
TOTAL AUDIENCE (%)	13.1				4.4										10.5	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000))	8,660				3,080										7,580	
AVERAGE AUDIENCE (%)	10.4	10.1*		10.8*	3.7										9.1	
SHARE OF AUDIENCE %	33	34 *		34 *	12										19	
AVG. AUD. BY ¼ HR. %	9.8	10.5	10.8	10.7	3.8	3.7									9.1	9.1
CBS TV TOTAL AUDIENCE (Households (000))	7,500				2,920										11,080	
TOTAL AUDIENCE (%)	9.0				3.5										13.3	
Program	← GUIDING LIGHT (OP) →				TATTLETALES		← (S)(OP) →								CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000))	5,830				2,330										9,580	
AVERAGE AUDIENCE (%)	7.0	6.8*		7.2*	2.8										11.5	
SHARE OF AUDIENCE %	23	23 *		22 *	9										24	
AVG. AUD. BY ¼ HR. %	6.7	6.9	7.2	7.3	2.6	3.0									11.4	11.6
NBC TV TOTAL AUDIENCE (Households (000))	3,920														9,500	
TOTAL AUDIENCE (%)	4.7														11.4	
Program	← FANTASY →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000))	2,670														8,250	
AVERAGE AUDIENCE (%)	3.2	3.2*		3.2*											9.9	
SHARE OF AUDIENCE %	10	11 *		10 *											21	
AVG. AUD. BY ¼ HR. %	3.2	3.2	3.2	3.2											9.8	9.9

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	26.4	28.3	29.3	30.6	28.9	30.3	30.5	31.7	33.3	35.6	36.8	38.5	41.3	43.6	44.3	45.7
WK. 2	30.0	31.6	32.4	33.5	32.0	32.8	32.9	34.7	36.1	38.2	39.5	41.4	43.5	45.3	46.4	47.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 30-JUNE 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 28, 1983

WEEK 1

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					3,420		3,830		5,330		5,500		5,250		6,830	
	TOTAL AUDIENCE (%)					4.1		4.6		6.4		6.6		6.3		8.2	
	Program					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000))					2,830		3,250		4,410		4,330		4,330		5,750	
	AVERAGE AUDIENCE (%)					3.4		3.9		5.3		5.2		5.2		6.9	
	SHARE OF AUDIENCE %					24		22		26		23		23		31	
	AVG. AUD. BY ¼ HR. %					3.2	3.5	3.6	4.2	5.4	5.1	5.1	5.4	5.0	5.4	6.8	6.9
CBS TV	TOTAL AUDIENCE (Households (000))	1,830				2,580		2,920		2,920		4,170		5,580		5,080	
	TOTAL AUDIENCE (%)	2.2				3.1		3.5		3.5		5.0		6.7		6.1	
	Program	← CAPTAIN KANGAROO-SAT →				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000))	1,080				2,080		2,500		2,330		3,170		4,410		4,080	
	AVERAGE AUDIENCE (%)	1.3	.9*		1.7*	2.5		3.0		2.8		3.8		5.3		4.9	
	SHARE OF AUDIENCE %	15	14 *		17 *	18		17		14		17		23		22	
	AVG. AUD. BY ¼ HR. %	.8	1.0	1.7	1.7	2.2	2.7	2.9	3.1	2.9	2.7	3.5	4.2	5.2	5.3	5.0	4.8
NBC TV	TOTAL AUDIENCE (Households (000))					4,080		5,830		7,160		7,910		7,410		4,500	
	TOTAL AUDIENCE (%)					4.9		7.0		8.6		9.5		8.9		5.4	
	Program					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000))					2,920		4,830		6,080		6,830		5,910		3,830	
	AVERAGE AUDIENCE (%)					3.5		5.8		7.3		8.2		7.1		4.6	
	SHARE OF AUDIENCE %					25		33		35		37		31		20	
	AVG. AUD. BY ¼ HR. %					2.8	4.1	5.6	6.1	6.9	7.8	7.9	8.5	7.6	6.6	4.3	4.9

WEEK 2

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					3,670		4,750		6,500		6,750		6,410		7,500	
	TOTAL AUDIENCE (%)					4.4		5.7		7.8		8.1		7.7		9.0	
	Program					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000))					2,920		4,000		5,330		5,830		5,410		6,250	
	AVERAGE AUDIENCE (%)					3.5		4.8		6.4		7.0		6.5		7.5	
	SHARE OF AUDIENCE %					28		27		30		30		26		28	
	AVG. AUD. BY ¼ HR. %					3.2	3.9	4.3	5.3	6.3	6.6	6.9	7.1	6.2	6.8	7.7	7.2
CBS TV	TOTAL AUDIENCE (Households (000))	1,750				2,330		2,670		3,080		4,410		6,250		6,410	
	TOTAL AUDIENCE (%)	2.1				2.8		3.2		3.7		5.3		7.5		7.7	
	Program	← CAPTAIN KANGAROO-SAT →				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000))	1,080				1,670		2,000		2,420		3,420		5,250		5,160	
	AVERAGE AUDIENCE (%)	1.3	1.0*		1.5*	2.0		2.4		2.9		4.1		6.3		6.2	
	SHARE OF AUDIENCE %	18	16 *		18 *	16		14		14		17		25		23	
	AVG. AUD. BY ¼ HR. %	.9	1.1	1.4	1.7	1.8	2.1	2.5	2.3	2.7	3.0	3.5	4.7	5.8	6.7	6.4	6.1
NBC TV	TOTAL AUDIENCE (Households (000))					3,000		4,500		5,750		6,580		6,160		5,410	
	TOTAL AUDIENCE (%)					3.6		5.4		6.9		7.9		7.4		6.5	
	Program					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000))					2,080		3,920		4,660		5,330		5,080		4,660	
	AVERAGE AUDIENCE (%)					2.5		4.7		5.6		6.4		6.1		5.6	
	SHARE OF AUDIENCE %					20		27		27		27		24		21	
	AVG. AUD. BY ¼ HR. %					2.1	2.9	4.6	4.9	5.2	6.0	6.4	6.4	6.2	6.1	5.4	5.7

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	7.2	8.7	10.3	12.6	14.2	15.9	17.5	19.0	21.3	21.5	22.2	23.2	22.6	22.7	22.5	22.6
	WK. 2	7.0	8.3	9.7	11.4	13.1	15.7	17.8	19.2	20.6	22.3	23.4	24.1	24.3	25.8	26.0	26.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. JUNE 4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 28, 1983

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,000		4,500		4,410		4,580									
TOTAL AUDIENCE (%)	6.0		5.4		5.3		5.5									
Program	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE HORSE THAT PLAYED CENTERFIELD-1		← AMERICAN BANDSTAND '83 →									
AVERAGE AUDIENCE (Households (000))	4,170		3,580		3,580		2,830									
AVERAGE AUDIENCE (%)	5.0		4.3		4.3		3.4	3.2*		3.7*						
SHARE OF AUDIENCE %	21		19		18		14	13 *		16 *						
AVG. AUD. BY ¼ HR. %	5.2	4.8	4.4	4.2	4.1	4.5	3.2	3.1	3.7	3.7						

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,250		5,830		4,500		4,500		4,580		2,920					
TOTAL AUDIENCE (%)	6.3		7.0		5.4		5.4		5.5		3.5					
Program	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. FLYAWAY DOVE					
AVERAGE AUDIENCE (Households (000))	4,170		4,580		3,670		3,750		3,420		2,080					
AVERAGE AUDIENCE (%)	5.0		5.5		4.4		4.5		4.1		2.5					
SHARE OF AUDIENCE %	21		24		19		19		17		10					
AVG. AUD. BY ¼ HR. %	5.3	4.8	5.6	5.4	4.5	4.3	4.4	4.6	4.1	4.2	2.6	2.5				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,000		4,580		2,830		2,170		3,830	9,410						
TOTAL AUDIENCE (%)	6.0		5.5		3.4		2.6		4.6	11.3						
Program	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(1) (-OP)	← NBC MAJOR LEAGUE BASEBALL BOSTON VS TORONTO PITTSBURGH VS CINCINNATTI MULTI-SEGMENT TELECAST (OP) →						
AVERAGE AUDIENCE (Households (000))	4,000		3,670		2,420		2,000		3,500	3,580						
AVERAGE AUDIENCE (%)	4.8		4.4		2.9		2.4		4.2	4.3		4.5*		4.0*		4.2*
SHARE OF AUDIENCE %	21		19		12		10		17	18		18 *		17 *		18 *
AVG. AUD. BY ¼ HR. %	4.7	5.0	4.6	4.3	2.9	3.0	2.5	2.4	4.2	4.5	4.6	4.4	4.2	3.8	4.1	4.3

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,080		4,750		4,080		5,410						2,920			
TOTAL AUDIENCE (%)	7.3		5.7		4.9		6.5						3.5			
Program	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE HORSE THAT PLAYED CENTERFIELD-2		← AMERICAN BANDSTAND '83 →						← WALKER CUP GOLF MATCH →			
AVERAGE AUDIENCE (Households (000))	4,750		3,920		3,250		3,170						2,000			
AVERAGE AUDIENCE (%)	5.7		4.7		3.9		3.8	3.5*		4.1*			2.4	2.3*		2.4*
SHARE OF AUDIENCE %	22		18		16		15	14 *		16 *			9	9 *		9 *
AVG. AUD. BY ¼ HR. %	6.0	5.4	4.8	4.7	3.9	3.8	3.3	3.7	4.3	3.9			2.3	2.3	2.4	2.3

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,750		6,750		5,000		5,410		4,000		3,750					
TOTAL AUDIENCE (%)	6.9		8.1		6.0		6.5		4.8		4.5					
Program	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. FLYING WITHOUT WINGS					
AVERAGE AUDIENCE (Households (000))	4,830		5,580		4,250		4,500		3,250		3,250					
AVERAGE AUDIENCE (%)	5.8		6.7		5.1		5.4		3.9		3.9					
SHARE OF AUDIENCE %	23		26		20		21		15		15					
AVG. AUD. BY ¼ HR. %	5.6	6.0	6.7	6.7	5.4	4.7	5.4	5.3	3.7	4.0	4.0	3.8				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,580		4,660		3,330		2,330		6,410							
TOTAL AUDIENCE (%)	6.7		5.6		4.0		2.8		7.7							
Program	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		← FRENCH OPEN TENNIS-SAT →							
AVERAGE AUDIENCE (Households (000))	4,660		4,080		2,830		1,920		2,670							
AVERAGE AUDIENCE (%)	5.6		4.9		3.4		2.3		3.2	2.8*		3.2*		3.7*		3.3*
SHARE OF AUDIENCE %	22		19		14		9		12	11 *		12 *		13 *		12 *
AVG. AUD. BY ¼ HR. %	5.4	5.8	4.9	4.9	3.4	3.4	2.5	2.2	2.8	2.7	3.0	3.3	3.6	3.7	3.1	3.6

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	23.0	22.6	22.0	22.1	22.6	23.8	24.0	24.4	23.8	23.8	24.7	24.5	23.5	24.1	24.8	24.9
WK. 2	25.3	25.6	25.1	25.3	25.0	25.0	25.2	26.3	25.2	25.3	25.4	25.8	25.3	25.3	25.2	25.7

U.S. TV Households: 83,300,000

(1)NBC SPORTS-30 ROCK,NBC,(1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 28, 1983

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	1,750 2.1		6,660 8.0						10,160 12.2							
Program	SPORTSBEAT		← PRO BOWLERS SPRING TOUR →						← ABC WIDE WORLD-SPORTS SAT →							
AVERAGE AUDIENCE (Households (000) & %)	1,330 1.6		3,920 4.7	4.2*		5.1*		4.8*	5,500 6.6	5.9*		6.7*		7.2*		
SHARE OF AUDIENCE %	6		17	16 *		18 *		16 *	20	19 *		20 *		20 *		
AVG. AUD. BY ¼ HR. %	1.6	1.7	4.0	4.4	5.0	5.3	4.9	4.6	5.6	6.2	6.6	6.7	7.2	7.2		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)							6,500 7.8								9,830 11.8	
Program							← MEMORIAL GOLF TOURN.-SAT →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)							3,250 3.9	3.5*		3.7*		4.6*			8,080 9.7	
SHARE OF AUDIENCE %							13	12 *		12 *		14 *			24	
AVG. AUD. BY ¼ HR. %							3.6	3.4	3.5	4.0	4.3	4.9			9.4	10.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					10,830 13.0										3,920 4.7	
Program	NBC MAJOR LEAGUE BASEBALL BOSTON VS TORONTO PITTSBURGH VS CINCINNATTI MULTI-SEGMENT TELECAST				← NBC MAJOR LEAGUE GAME-2 → SAN FRANCISCO VS LOS ANGELES TEXAS VS CHICAGO WHITE SOX MULTI-SEGMENT TELECAST (→OP)										NBC NIGHTLY NEWS-SAT. (6:37-7:00PM) (OP)	
AVERAGE AUDIENCE (Households (000) & %)		4.2*		4.5*	4,080 4.9	3.6*		4.5*		5.4*		5.6*		5.3*	3,250 3.9	
SHARE OF AUDIENCE %		18 *		18 *	16	13 *		16 *		18 *		18 *		15 *	10	
AVG. AUD. BY ¼ HR. %	4.1	4.3	4.5	4.4	3.6	3.7	4.3	4.8	5.4	5.5	5.5	5.7	5.4	5.1	3.4	4.1

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	2,670 3.2		6,160 7.4						11,160 13.4							
Program	SPORTSBEAT		← PRO BOWLERS SPRING TOUR →						← ABC WIDE WORLD-SPORTS SAT →							
AVERAGE AUDIENCE (Households (000) & %)	1,920 2.3		3,420 4.1	3.9*		4.0*		4.3*	5,500 6.6	5.4*		6.2*		8.2*		
SHARE OF AUDIENCE %	9		13	14 *		13 *		14 *	19	16 *		18 *		22 *		
AVG. AUD. BY ¼ HR. %	2.2	2.4	3.9	3.9	4.0	4.1	4.4	4.1	5.2	5.6	6.1	6.3	8.1	8.4		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			5,160 6.2				8,830 10.6								7,910 9.5	
Program			← KEMPER OPEN-SAT →				← CBS SPORTS SATURDAY →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)			3,250 3.9	3.5*		4.2*	4,910 5.9	4.8*		6.2*		6.6*			6,500 7.8	
SHARE OF AUDIENCE %			14	13 *		14 *	18	15 *		19 *		20 *			20	
AVG. AUD. BY ¼ HR. %			3.5	3.4	4.2	4.3	4.2	5.4	5.9	6.5	6.6	6.5			7.7	8.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	3,670 4.4	11,250 13.5													5,410 6.5	
Program	(1) (→OP)	← NBC MAJOR LEAGUE BASEBALL → CALIFORNIA VS MILWAUKEE ST LOUIS VS ATLANTA MULTI-SEGMENT TELECAST (OP)													NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	3,500 4.2	4,330 5.2		4.7*		5.4*		5.1*		5.4*		5.2*			4,330 5.2	
SHARE OF AUDIENCE %	16	17		17 *		19 *		17 *		18 *		16 *			14	
AVG. AUD. BY ¼ HR. %	4.1	4.4	4.8	4.6	5.1	5.7	5.2	5.1	5.8	5.1	5.0	5.4	6.0	2.8	5.1	5.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	24.5	25.1	26.0	27.1	27.9	29.3	29.7	30.2	30.7	31.5	32.7	33.1	35.5	37.3	39.1	40.7
WK. 2	26.1	27.3	28.4	29.2	30.6	31.5	31.3	32.1	33.0	33.5	33.4	34.7	36.1	37.1	38.1	39.8

U.S. TV Households: 83,300,000

(1)NBC SPORTS-30 ROCK,NBC,(3:00-3:18PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 29, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)									6,080 7.3							
Program	LONE RANGER/ ZORRO (SUS)(SUS-OP)		KWICKY KOALA SHOW (SUS)(SUS-OP)		← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									3,170 3.8	3.2*		3.9*		4.3*		
SHARE OF AUDIENCE %									20	19 *		20 *		21 *		
AVG. AUD. BY ¼ HR. %									2.7	3.6	3.9	3.8	4.1	4.4		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	830 1.0		1,170 1.4		830 1.0		830 1.0		1,250 1.5		1,330 1.6		1,250 1.5		1,500 1.8	
Program	CELEBRATE AMERICA 7.00AM		CELEBRATE AMERICA 7.30AM		CELEBRATE AMERICA 8.00AM		CELEBRATE AMERICA 8.30AM		CELEBRATE AMERICA 9.00AM		CELEBRATE AMERICA 9.30AM		CELEBRATE AMERICA 10.00AM		CELEBRATE AMERICA 10.30AM	
AVERAGE AUDIENCE (Households (000) & %)	670 .8		920 1.1		670 .8		750 .9		920 1.1		1,000 1.2		1,080 1.3		1,080 1.3	
SHARE OF AUDIENCE %	13		13		7		6		6		6		6		6	
AVG. AUD. BY ¼ HR. %	.8	.9	1.0	1.1	.9	.7	.9	1.0	1.0	1.2	1.2	1.3	1.3	1.3	1.4	1.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)									6,080 7.3							
Program	LONE RANGER/ ZORRO (SUS)(SUS-OP)		KWICKY KOALA SHOW (SUS)(SUS-OP)		← CAPTAIN KANGROO-SUN (SUS) →				← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									2,920 3.5	2.8*		3.5*		4.2*		
SHARE OF AUDIENCE %									20	18 *		19 *		21 *		
AVG. AUD. BY ¼ HR. %									2.6	2.9	3.4	3.7	4.2	4.2		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)									7,750 9.3							
Program									← FRENCH OPEN TENNIS-SUN (9:00-1:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)									2,080 2.5	1.5*		1.9*		2.6*		3.0*
SHARE OF AUDIENCE %									11	8 *		9 *		12 *		13 *
AVG. AUD. BY ¼ HR. %									1.4	1.6	1.9	2.0	2.5	2.7	3.1	2.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	5.7	6.4	7.4	9.4	10.7	12.2	14.3	15.5	16.9	18.8	19.7	19.9	21.0	22.2	22.4	23.0
WK. 2	4.9	6.1	7.4	9.0	10.3	12.7	14.3	16.6	18.7	19.7	21.6	22.1	22.7	23.3	23.2	22.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JUNE 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 29, 1983

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			3,420 4.1								13,490 16.2					
Program			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)				← USFL FOOTBALL PHILADELPHIA VS BOSTON (1:30-4:45PM) →					
AVERAGE AUDIENCE (Households (000) & %)			1,830 2.2	2.3*		2.2*					4,580 5.5	5.4*		6.7*		6.7*
SHARE OF AUDIENCE %			9	10 *		9 *					17	18 *		22 *		21 *
AVG. AUD. BY ¼ HR. %			2.2	2.4	2.1	2.2					4.7	6.0	6.4	6.9	6.7	6.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,920 3.5						10,000 12.0							
Program			FACE THE NATION						← MEMORIAL GOLF TOURN.-SUN (1:00-3:30PM) →							
AVERAGE AUDIENCE (Households (000) & %)			2,170 2.6						3,670 4.4	4.1*		4.3*		4.5*		4.6*
SHARE OF AUDIENCE %			11						15	15 *		15 *		15 *		15 *
AVG. AUD. BY ¼ HR. %			2.7	2.4					4.0	4.1	4.3	4.3	4.4	4.5	4.7	4.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	1,580 1.9		1,170 1.4		1,670 2.0		2,250 2.7		2,420 2.9		2,830 3.4		2,420 2.9		2,080 2.5	
Program	CELEBRATE AMERICA 11.00AM		CELEBRATE AMERICA 11.30AM		CELEBRATE AMERICA 12.00NN		CELEBRATE AMERICA 12.30PM		CELEBRATE AMERICA 1.00PM		CELEBRATE AMERICA 1.30PM		CELEBRATE AMERICA 2.00PM		CELEBRATE AMERICA 2.30PM	
AVERAGE AUDIENCE (Households (000) & %)	1,170 1.4		920 1.1		1,170 1.4		1,670 2.0		1,920 2.3		2,250 2.7		2,000 2.4		1,830 2.2	
SHARE OF AUDIENCE %	6		4		6		7		8		9		8		7	
AVG. AUD. BY ¼ HR. %	1.4	1.4	1.2	.9	1.6	1.3	1.9	2.1	2.2	2.3	2.7	2.8	2.5	2.4	2.2	2.2

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			3,500 4.2								11,500 13.8					
Program			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)				← USFL FOOTBALL MICHIGAN VS PHILADELPHIA BIRMINGHAM VS TAMPA BAY (1:30-5:02PM) →					
AVERAGE AUDIENCE (Households (000) & %)			1,750 2.1	2.0*		2.2*					3,750 4.5	3.7*		4.2*		4.7*
SHARE OF AUDIENCE %			9	9 *		9 *					15	13 *		15 *		16 *
AVG. AUD. BY ¼ HR. %			2.0	1.9	2.2	2.2					3.3	4.2	4.3	4.1	4.8	4.6
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,420 2.9		10,250 12.3										8,830 10.6	
Program			FACE THE NATION		← DETROIT GRAND PRIX →										KEMPER OPEN-SUN (2:30-4:30PM)	
AVERAGE AUDIENCE (Households (000) & %)			1,830 2.2		3,420 4.1	2.9*		3.7*		4.3*		4.9*		4.9*	4,000 4.8	4.7*
SHARE OF AUDIENCE %			9		16	13 *		15 *		16 *		18 *		18 *	16	16 *
AVG. AUD. BY ¼ HR. %			2.4	2.1	2.7	3.0	3.6	3.8	4.1	4.5	4.9	4.9	4.9	4.9	4.9	4.6
NBC TV TOTAL AUDIENCE (Households (000) & %)																
Program	← FRENCH OPEN TENNIS-SUN (9:00-1:00PM) →								← NBC RELIGIOUS SERIES (SUS) →							
AVERAGE AUDIENCE (Households (000) & %)		3.4*		3.4*		2.0*		2.0*								
SHARE OF AUDIENCE %		14 *		14 *		9 *		8 *								
AVG. AUD. BY ¼ HR. %	3.3	3.5	3.8	3.0	2.2	1.7	2.1	2.0								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	23.7	24.3	24.3	25.0	24.8	26.0	27.1	27.4	27.3	28.3	29.3	30.4	30.0	30.5	30.8	32.3
WK. 2	23.3	23.6	23.5	23.4	23.0	23.7	23.8	24.6	26.0	28.2	27.2	27.5	27.3	28.7	29.6	29.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JUNE 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 29, 1983

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)								6,410 7.7							6,330 7.6	
Program	USFL FOOTBALL PHILADELPHIA VS BOSTON (1:30-4:45PM)							AMERICAN SPORTSMAN							ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		5.7*		4.9*		4.4*		3,080 3.7		3.3*		4.5*			4,910 5.9	
SHARE OF AUDIENCE %		17 *		14 *		12 *		10		9 *		12 *			14	
AVG. AUD. BY ¼ HR. %	5.9	5.5	5.2	4.6	4.6	4.2	4.1	3.0	3.3	3.4	4.1	4.9			5.8	6.0
CBS TV TOTAL AUDIENCE (Households (000) & %)			17,990 21.6												8,500 10.2	
Program	MEMORIAL GOLF TOURN.-SUN (1:00-3:30PM)		NBA CHAMPIONSHIP GAME 3 PHILADELPHIA VS LOS ANGELES (3:30-6:10PM)												CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		4.5*	9,330 11.2	8.4*		10.6*		10.7*		12.4*		13.5*			5,830 7.0	
SHARE OF AUDIENCE %		14 *	31	24 *		30 *		30 *		34 *		35 *			16	
AVG. AUD. BY ¼ HR. %	4.2	4.9	7.3	9.6	10.5	10.8	10.2	11.1	11.9	12.9	12.9	14.0	11.7		6.1	7.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,410 6.5								5,660 6.8						5,580 6.7	
Program	FRENCH OPEN TENNIS								SPORTSWORLD						NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)	2,000 2.4	2.7*		2.3*		2.0*		2.7*	3,580 4.3	4.0*		4.7*			4,330 5.2	
SHARE OF AUDIENCE %	7	8 *		7 *		6 *		7 *	11	11 *		12 *			12	
AVG. AUD. BY ¼ HR. %	2.5	2.9	2.3	2.2	2.0	2.0	2.5	2.9	3.9	4.0	4.7	4.7			5.2	5.1

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)									6,000 7.2						4,910 5.9	
Program	USFL FOOTBALL MICHIGAN VS PHILADELPHIA BIRMINGHAM VS TAMPA BAY (1:30-5:02PM) (+OP)								AMERICAN SPORTSMAN (5:02-6:00PM) (OP)						ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		4.4*		4.9*		4.7*		4.7*	3,420 4.1	4.0*		4.2*			4,250 5.1	
SHARE OF AUDIENCE %		15 *		16 *		14 *		15 *	13	12 *		13 *			14	
AVG. AUD. BY ¼ HR. %	4.4	4.3	4.8	5.0	4.7	4.8	4.5	4.8	3.7	4.3	3.9	4.4			4.8	5.3
CBS TV TOTAL AUDIENCE (Households (000) & %)							8,000 9.6								6,910 8.3	
Program	KEMPER OPEN-SUN (2:30-4:30PM)						CBS SPORTS SUN SPEC ED.								CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		4.7*		4.7*		5.2*	4,580 5.5	5.1*		5.5*		5.9*			5,250 6.3	
SHARE OF AUDIENCE %		16 *		15 *		16 *	17	16 *		17 *		18 *			17	
AVG. AUD. BY ¼ HR. %	4.7	4.7	4.5	5.0	5.2	5.1	5.1	5.1	5.4	5.5	6.0	5.8			5.9	6.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,410 12.5										6,250 7.5	
Program					SPORTSWORLD										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)					4,250 5.1	4.4*		4.8*		5.4*		5.9*			5,250 6.3	
SHARE OF AUDIENCE %					16	13 *		15 *		17 *		18 *			16	
AVG. AUD. BY ¼ HR. %					4.2	4.6	4.9	4.8	5.5	5.2	6.0	5.8			6.1	6.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	33.3	33.7	33.9	34.3	34.8	35.9	36.1	36.0	36.1	37.8	39.4	41.0	42.4	42.9	43.2	44.0
WK. 2	29.9	30.3	31.3	32.3	32.7	33.9	33.9	33.6	34.2	34.6	34.7	35.2	36.7	37.9	39.6	40.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JUNE 5, 1983

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING TUESDAY																	
CBS NBA CHAMPIONSHIP GAME 4(S)	2	9.00-11.44PM	→GRID								24,490	29.4	12,160	14.6	24		
			11.00													17.0	
			11.15											17.4*	31*	17.8	
			11.30													20.0	
EVENING THURSDAY																	
CBS NBA CHAMPIONSHIP GAME 2(S)	1	9.00-11.40PM	→GRID	22,320	26.8	10,750	12.9	23									
			11.00						14.0								
			11.15				14.5*	27*	15.0								
			11.30						12.8								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	9,660	11.6	8,830	10.6	21	10.6								
	2	8.58- 8.59PM	8.45								9,660	11.6	9,660	11.6	24	11.6	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,080	15.7	13,080	15.7	30	15.7		13,990	16.8	13,990	16.8	31	16.8	
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	7,580	9.1	6,750	8.1	16	8.1								
	2	8.59- 9.01PM	8.45								7,250	8.7	7,000	8.4	17	8.4	
			9.00													8.3	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,500	10.2	8,500	10.2	21	10.2		8,910	10.7	8,910	10.7	22	10.7	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								6,250	7.5	6,250	7.5	14	7.5	
NBC CELEBRATE AMERICA 3.00AM(S)	1	3.00- 3.30AM	3.00	830	1.0	750	.9	12	.9								
			3.15						.8								
NBC CELEBRATE AMERICA 3.30AM(S)	1	3.30- 4.00AM	3.30	580	.7	580	.7	11	.7								
			3.45						.7								
NBC CELEBRATE AMERICA 4.00AM(S)	1	4.00- 4.30AM	4.00	580	.7	500	.6	11	.7								
			4.15						.6								
NBC CELEBRATE AMERICA 4.30AM(S)	1	4.30- 5.00AM	4.30	500	.6	420	.5	10	.6								
			4.45						.5								
NBC CELEBRATE AMERICA 5.00AM(S)	1	5.00- 5.30AM	5.00	420	.5	420	.5	11	.5								
			5.15						.5								
NBC CELEBRATE AMERICA 5.30AM(S)	1	5.30- 6.00AM	5.30	750	.9	500	.6	15	.6								
			5.45						.7								
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	8.35- 8.36PM	8.30	11,910	14.3	11,910	14.3	27	14.3								
ABC ABC SPORTS UPDATE-SUN	2	8.34- 8.35PM	8.30								9,910	11.9	9,910	11.9	22	11.9	
ABC ABC NEWSBRIEF-SUN.	2	9.51- 9.53PM	9.45								13,580	16.3	13,240	15.9	26	15.9	
ABC ABC SPORTS UPDATE-SUN	1	9.51- 9.52PM	9.45	11,330	13.6	11,330	13.6	23	13.6								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,750	12.9	10,750	12.9	24	12.9		11,910	14.3	11,910	14.3	26	14.3	
CBS TONY AWARDS(S)	2	9.00-11.27PM	→GRID								22,660	27.2	11,000	13.2	23		
			11.15											11.3*	24*	10.9	
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45								6,410	7.7	6,410	7.7	14	7.7	
	1	9.08- 9.09PM	9.00	8,080	9.7	8,080	9.7	18	9.7								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	9.45	10,580	12.7	10,410	12.5	20	13.0	M-F	12,080	14.5	11,330	13.6	23	14.4	M-F
			10.00						11.3	FRI.							
ABC ABC NEWS:NIGHTLINE		11.30-12.30AM	11.30	6,660	8.0	3,830	4.6	14	6.7	M-F	6,830	8.2	4,080	4.9	15	6.7	M-F
			11.45				5.7*	16*	4.8	M-F				6.0*	16*	5.2	M-F
			12.00						3.9	M-F						4.1	M-F
			12.15				3.4*	12*	2.9	M-F				3.9*	13*	3.5	M-F
ABC ONE ON ONE		12.30- 1.00AM	12.30	1,500	1.8	1,170	1.4	7	1.6	M-F	1,580	1.9	1,420	1.7	8	1.7	M-F
			12.45						1.3	M-F						1.6	M-F
CBS NEWSBREAK-M-F		>	8.45	10,250	12.3	10,160	12.2	21	12.3	M-F	9,410	11.3	9,000	10.8	19	11.0	M-F
CBS LATE MOVIE I		>	11.30	7,160	8.6	4,750	5.7	20	6.5	M-F	7,500	9.0	5,000	6.0	21	6.7	M-F
			11.45				6.4*	18*	6.3	MTUWF				6.6*	18*	6.5	MWTHF
			12.00						5.7	M-F						6.5	MWTHF
			12.15				5.8*	21*	5.6	M-F				6.4*	22*	6.3	MWTHF
			12.30						5.5	M-F						5.4	TU-F
			12.45				4.2*	20*	3.6	M-F				4.8*	21*	4.6	TU-F
			1.00						4.2	THU.						4.4	TUE.
			1.15				4.1*	25*	3.7	THU.				4.2*	24*	4.1	TUE.
			1.30													3.7	TUE.
		VARIOUS TIMES	(SUS)														
CBS NBA CHAMPSHIP GAME 4 POST(S)	2	11.44-12.00MD	11.30								14,240	17.1	12,500	15.0	33	20.4	TUE.
			11.45													14.6	TUE.
CBS LATE MOVIE II	2	>	12.15								4,410	5.3	3,500	4.2	24	6.5	M-F
	1	>	12.30	4,170	5.0	3,420	4.1	25	5.4	M-F						5.0	MWTHF
			12.45						4.7	MTUWF				5.8*	29*	4.8	MWTHF
			1.00						4.2	M-F						4.4	MWTHF
			1.15				4.1*	25*	3.7	M-F				4.3*	26*	4.1	MWTHF
			1.30						3.0	THU.						3.5	TU & W
			1.45				3.0*	27*	3.0	THU.						2.7	TU & W
			2.00						3.0	THU.						2.5	TUE.
			2.15											2.4*	22*	2.3	TUE.
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,750	2.1	1,500	1.8	18	1.9	M-WSU	1,500	1.8	1,330	1.6	17	1.7	MWTHSU
			2.15						1.6	M-WSU						1.4	MWTHSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,420	2.9	1,000	1.2	24		M-THSU	2,500	3.0	1,080	1.3	27		M-THSU
			2.30						1.5	M-THSU						1.6	MWTHSU
			2.45				1.5*	20*	1.4	M-THSU				1.5*	21*	1.5	MWTHSU
			3.00						1.4	M-THSU						1.5	M-THSU
			3.15				1.3*	22*	1.3	M-THSU				1.5*	25*	1.4	M-THSU
			3.30						1.2	M-THSU						1.3	M-THSU
			3.45				1.2*	24*	1.2	M-THSU				1.3*	25*	1.3	M-THSU
			4.00						1.1	M-THSU						1.3	M-THSU
			4.15				1.1*	25*	1.2	M-THSU				1.3*	30*	1.3	M-THSU
			4.30						1.1	M-THSU						1.2	M-THSU
			4.45				1.1*	27*	1.2	M-THSU				1.2*	30*	1.2	M-THSU
			5.30						1.2	M-THSU						1.1	M-THSU
			5.45				1.2*	31*	1.2	M-THSU				1.1*	29*	1.1	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	11,250	13.5	11,250	13.5	23	11.4	M-F	9,000	10.8	9,000	10.8	18	10.8	M-F
			9.00						16.7	M & F							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	12,250	14.7	12,160	14.6	23	14.6	TU&TH							
	2	9.58- 9.59PM	9.45								9,330	11.2	9,330	11.2	18	11.2	M & TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,080	12.1	6,160	7.4	23	9.2	M-F	8,910	10.7	5,250	6.3	19	7.5	M-F
			11.45				8.6*	24*	8.1	M-F				7.0*	19*	6.6	M-F
			12.00						6.8	M-F						6.0	M-F
			12.15				6.2*	22*	5.6	M-F				5.7*	20*	5.4	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,330	4.0	2,750	3.3	17	3.5	M-TH	3,420	4.1	2,920	3.5	17	3.7	M-TH
			12.45						3.1	M-TH						3.3	M-TH
NBC SCTV NETWORK		12.30- 2.00AM	12.30	4,750	5.7	2,580	3.1	16	3.8	FRI.	4,660	5.6	2,580	3.1	15	3.7	FRI.
			12.45				3.6*	15*	3.4	FRI.				3.6*	14*	3.5	FRI.
			1.00						3.3	FRI.						3.3	FRI.
			1.15				3.1*	16*	2.9	FRI.				3.1*	15*	2.9	FRI.
			1.30						2.6	FRI.						2.7	FRI.
			1.45				2.5*	16*	2.4	FRI.				2.5*	16*	2.2	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.1	2,250	2.7	18	2.8	M-TH	2,580	3.1	2,170	2.6	17	2.9	M-TH
			1.15						2.6	M-TH						2.4	M-TH
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	2,000	2.4	1,500	1.8	16	2.0	M-F	1,670	2.0	1,330	1.6	13	1.7	M-F
			1.45				1.9*	16*	1.8	M-TH				1.6*	13*	1.5	M-TH
			2.00						1.8	M-F						1.5	M-F
			2.15				1.8*	15*	1.5	M-F				1.9*	15*	1.8	M-F
			2.30						1.5	FRI.						2.0	FRI.
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,670	2.0	1,580	1.9	16	1.9	M-F	1,830	2.2	1,670	2.0	18	2.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,250	7.5	5,910	7.1	25	7.1	M-F	7,750	9.3	7,410	8.9	28	8.9	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,420	1.7	1,080	1.3	16	1.1	M-F	1,500	1.8	1,170	1.4	17	1.4	M-F
			6.45						1.4	M-F						1.5	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,410	6.5	5,160	6.2	29	6.2	M-F	6,000	7.2	5,660	6.8	27	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,160	6.2	4,910	5.9	20	5.9	M-F	5,080	6.1	4,660	5.6	17	5.6	M-F
CBS CHILDRENS MYSTERY THEATER(S)	2	4.30- 5.30PM	4.30								5,500	6.6	3,580	4.3	11	4.1	TUE.
			4.45											4.0*	11*	4.0	TUE.
			5.00													4.5	TUE.
			5.15											4.6*	12*	4.8	TUE.
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,170	1.4	920	1.1	10	1.0	M-F	1,330	1.6	1,000	1.2	12	1.1	M-F
			6.45						1.4	M-F						1.5	M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	3,670	4.4	2,670	3.2	21	3.2		3,920	4.7	3,170	3.8	27	3.8	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	6,080	7.3	5,250	6.3	28	6.3		5,910	7.1	5,250	6.3	24	6.3	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	3,920	4.7	3,250	3.9	17	3.9		4,250	5.1	3,830	4.6	18	4.6	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,920	3.5	2,420	2.9	19	2.9		2,170	2.6	1,830	2.2	16	2.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,750	3.3	2,420	2.9	16	2.9		2,250	2.7	1,670	2.0	11	2.0	

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,420	2.9	2,000	2.4	11	2.4		3,000	3.6	2,670	3.2	14	3.2	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,920	4.7	3,500	4.2	18	4.2		4,500	5.4	4,170	5.0	21	5.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,170	5.0	3,580	4.3	19	4.3		4,830	5.8	4,500	5.4	21	5.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,000	4.8	3,830	4.6	20	4.6		5,080	6.1	4,830	5.8	22	5.8	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,660	5.6	4,330	5.2	23	5.2		6,160	7.4	5,660	6.8	26	6.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,830	4.6	3,420	4.1	17	4.1		3,750	4.5	3,580	4.3	17	4.3	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,830	4.6	3,580	4.3	18	4.3		4,500	5.4	4,080	4.9	19	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,580	4.3	3,170	3.8	16	3.8		3,920	4.7	3,500	4.2	17	4.2	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,410	5.3	4,250	5.1	34	5.1		3,000	3.6	2,920	3.5	25	3.5	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,330	6.4	5,160	6.2	34	6.2		3,920	4.7	3,750	4.5	24	4.5	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,830	5.8	4,660	5.6	25	5.6		5,000	6.0	4,750	5.7	22	5.7	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,080	6.1	5,000	6.0	26	6.0		5,410	6.5	5,160	6.2	24	6.2	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,750	4.5	3,580	4.3	19	4.3		4,410	5.3	4,170	5.0	19	5.0	
NBC NBC SPORTS-30 ROCK	1	1.00- 1.18PM	→GRID 1.15	3,830	4.6	3,500	4.2	17	4.3								
	2	3.00- 3.18PM	→GRID 3.15								3,670	4.4	3,500	4.2	16	4.8	
NBC NBC MAJOR LEAGUE GAME-2	1	4.00- 6.38PM	→GRID 6.30 6.45	10,830	13.0	4,080	4.9	16	4.8 .6								
DAY SUNDAY																	
ABC USFL FOOTBALL	2	1.30- 5.02PM	→GRID 5.00								11,500	13.8	3,750	4.5	15	4.1	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
NBC CELEBRATE AMERICA 6.00AM(S)	1	6.00- 6.30AM	6.00 6.15	500	.6	500	.6	14	.6 .6								
NBC CELEBRATE AMERICA 6.30AM(S)	1	6.30- 7.00AM	6.30 6.45	580	.7	580	.7	15	.7 .6								